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John J. Hickey Tells I. C. C.:

Warehousing Must Surrender to Railroads Unless Carriers' Practices Are Checked

Attorney, in Brief Filed in Part 6 of Ex Parte 104, Says Independent Storage Interests Would Be Compelled to Accept "Scrap Value" for Properties—Also He Assails Proposal of Compensatory Rates as "Vague and Indefinite."

By KENT B. STILES

JOHN J. HICKEY, counsel for the Warehousemen's Protective Committee and the Association of Refrigerated Warehouses (a division of the American Warehousemen's Association), has told the Interstate Commerce Commission that "if the railroads are given authority to engage in the commercial warehouse business, then the large investments of capital in that industry, exceeding one and one-half billion dollars at the present time, will be seriously impaired" and that "the independent commercial warehousemen must accept scrap value for their commercial warehouse property and surrender that industry to the railroads."

Declaring that "sound public policy demands" that the railroads be barred from engagement in private business in competition with private business interests, Mr. Hickey asserts that "every commercial warehouse company in the United States is menaced by the possibility that, at the place where it is engaged in business, some railroad company will establish and operate a competing warehouse enterprise any day regardless of costs of construction or of financial loss attending an over-supply of commercial warehouse facilities or competition at rates below costs of service."

The attorney makes these statements in the brief which he filed late in November with the Interstate Commerce

Commission in Part 6 of Ex Parte 104—the effort by the Warehousemen's Protective Committee and allied interests to divorce the trunk line railroads from their competitive commercial warehousing and storage facilities as being in alleged violation of certain Federal statutes. Interstate Commerce Commission hearings in this case were held at New York in July and Washington in September.

Mr. Hickey assails as "vague and indefinite" the proposal that the railroads may be permitted to engage in warehousing throughout the country if they establish and exact compensatory rates for warehouse and storage services. And he declares that even if such compensatory rates were filed with the Interstate Commerce Commission, "there appears to be no statutory authority" to enable the Commission to enforce them.

As this December *Distribution and Warehousing* went to press, briefs had been filed also by the City of Boston and the Boston Port Authority; the Newark (N. J.) Chamber of Commerce; and the Port of New York Authority; and others were expected shortly.

It will probably be months before warehousing can expect the Commission's decision. After all the briefs have been filed, the examiner who presided at the hearings will study these and the literally millions of words of testimony and the 212 exhibits, and will submit to the Commission

his proposed report. Thereafter the attorneys will be afforded opportunity to prepare and file exceptions to the proposed report.

Of major interest meanwhile is the brief filed by Mr. Hickey on behalf of the Warehousemen's Protective Committee; the Association of Refrigerated Warehouses; the New York State Association of Refrigerated Warehouses; the New Jersey Merchandise Warehousemen's Association; the Cold Storage Warehousemen's Association of the Port of New York; the Warehousemen's Association of the Port of New York; and the Marketmen's Association of the Port of New York.

This document by Hr. Hickey is a veritable book—204 pages. It contains four parts:

- I. Statement of the Case.
- II. Analysis of the Evidence.
- III. Argument
- IV. Request for Findings.

In Part IV Mr. Hickey holds that the Commission should find that the seven trunk line respondents—Baltimore & Ohio; Central of New Jersey; Delaware, Lackawanna & Western; Erie; Lehigh Valley; New York Central; Pennsylvania—have violated Sections 1, 2, 3 and 6 of the interstate commerce Acts "and that there are reasonable

grounds for the belief that they have violated Section 1 of the Elkins Act"; while Section 3 of the Elkins Act, he contends, "authorizes the Commission to make the finding of 'reasonable grounds for the belief' that the trunk lines have violated the Elkins Act."

The Commission, Mr. Hickey requests, "should compel the trunk line respondents" to—

1. Discontinue the performance, directly or indirectly, of commercial warehouse and storage services.
2. Discontinue participation in such services through promoting or subsidizing commercial warehouse concerns.
3. Discontinue (a) storage and handling rates which are below cost; (b) cold storage warehouse services at rates below costs of the service; (c) flour traffic practices; (d) leasing of space, for warehouse purposes, on piers and in buildings, "to certain carefully chosen shippers who command the routing of desirable traffic." To that end, the attorney sets forth, "the Commission should use the authority conferred upon it" by specified provisions of the interstate commerce and Elkins Acts.

Mr. Hickey concludes his request by citing "such violations of the regulating statutes" as have hitherto been dealt with by the Commission—notably *The New Haven Railroad Case*, *United States v. Union Stock Yards & T. Co.*, and *United States v. Milwaukee Refrigerator T. Co.*

IN his "Statement of the Case" (Part I) Mr. Hickey recalls that the investigation was instituted by the Commission on its own motion on July 6, 1931, the purpose being disclosure of such carrier practices as affect the railroads' operating revenues and expenses, particularly with relation to policies, practices, services and charges in connection with the warehousing and storage of freight in the Port of New York. Mr. Hickey continues:

"The foundation of the objectionable conduct and practices dealt with in this investigation is the unauthorized and unlawful engagement of the trunk lines in commercial warehousing which, according to our contention, is a trade activity not embraced in common carrier duty.

"The business of many shippers requires both transportation of freight by the railroads, which should be performed by common carriers, and commercial warehousing including commercial storage of the freight, which should be performed by private business interests herein referred to as traders.

"The aggregate of the charges for the two services, and not the freight rates for the transportation service alone, influences such shippers to route their freight via the railroad and through the commercial warehouses that exact the lowest aggregate of charges for the two services.

"The seven trunk lines, in their rivalry for freight traffic, each with the others, afford commercial warehousing and commercial storage at unduly low rates, at rates below the cost of the storage service, as an inducement to influence shippers to route their freight over the railroad lines of the carrier that provides the 'below cost' storage inducement. The complaining warehouse companies are thereby subjected to the unfair competition of their public servants,

the trunk lines, who unlawfully assume the status of competing traders.

"Each of the seven trunk-line respondents is engaged in commercial storage of freight on its piers and in its warehouses, cars and floating equipment in the Port of New York District.

"Several of the respondents lease space, on their piers, for commercial storage use, to certain shippers.

"Several of the respondents are carrying on commercial warehouse business through and by the means of subsidiary corporations which are merely departments of their owning carriers.

"Two of the respondents, and certain commercial warehouse companies, are partners, under contractual arrangements, engaged in carrying on commercial warehouse business.

"Two of the respondents grant allowances out of their rates to certain preferred commercial warehouse companies.

"The seven trunk line respondents afford commercial storage at rates below costs of the service and their competition has imposed that sub-normal basis of rates upon the commercial warehouse industry of the Port of New York District.

"The complaining commercial warehouse companies have lost business to their railroad competitors and that part of their competitive business which they held to date has been retained under the onerous condition, imposed by the railroad competition, that it be handled by the complaining warehouse companies at rates below their costs of service. The complaining warehouse companies have suffered large actual pecuniary losses which are attributable to the unfair railroad competition.

"Our position is that the trunk line respondents have violated, and are violating, Sections 1, 2, 3 and 6 of the interstate commerce Act and Section 1 of the Elkins Act in various respects and that those sections of the statutes bar the re-

spondent carriers from directly or indirectly carrying on any commercial warehouse or commercial storage business in competition with the complaining commercial warehouse companies."

Analysis

MR. HICKEY'S Part II—"Analysis of the Evidence" which was introduced at the New York and Washington hearings—is divided into fifteen sections.

Section 1 is titled "The storage which the trunk lines afford is not involuntary storage, incidental to transportation, but is commercial warehousing and storage." In support of this contention, as in support of the following fourteen contentions, Mr. Hickey quotes from witnesses' testimony and cites various ones of the 212 exhibits.

Section 2 holds that "The alleged storage in transit is ordinary commercial storage and distribution of freight." The trunk lines, the attorney asserts, "evidently cannot authorize or empower themselves to operate flour mills and grind grain, or fabricate iron and steel articles, or conduct a commercial warehouse or storage business, by merely writing transit privileges in their tariffs. The 'in transit' writings in the tariffs will not convert ordinary trade services into railroad transportation service."

Section 3 sets forth that "The storage and handling rates, of the trunk lines, for merchandise or dry storage, are below costs of the service." Using formulae developed by the American Warehousemen's Association, Mr. Hickey points out, "we have established that the rates of the trunk lines for the storage and handling of eastbound freight and westbound freight are substantially lower than the costs of performing those services." This section probes deeply into warehouse labor costs and those of the carriers, with a view to showing railroad losses. It deals also with the carriers' insurance,

Mr. Hickey declaring that the trunk lines "insure stored freight at rates below the reasonable cost of insurance and compel the competing commercial warehouse companies either to assume equivalent financial losses or to abandon competitive business to their railroad competitors." And elsewhere in this section Mr. Hickey comments: "The trunk line respondents . . . did not challenge our cost of service data. The record shows admissions by representatives of the trunk lines to the effect that the storage and handling rates of those carriers in force at the Port of New York, are below costs of service."

Section 4 holds that cold storage warehouse service is "performed at rates below costs of the service." Here Mr. Hickey calls attention to the relations between the Erie and the Seaboard Terminal and Refrigerating Company in Jersey City, and between the Pennsylvania and the General Cold Storage Company, and says: "Our position is that the financial support given by those carriers to the cold storage warehouse companies enables the latter to perform cold storage warehouse service at rates below costs of the service."

Section 5 relates to "Commercial warehouse concerns which were promoted and subsidized by the trunk lines." Mr. Hickey names the Baltimore & Ohio 26th Street Stores, Inc. (Baltimore & Ohio); Newark Warehouse Company (Central Railroad of New Jersey); Edroyal Corporation (Central Railroad of New Jersey); Lehigh Valley Bronx Terminal Warehouse (Lehigh Valley); Starrett-Lehigh Building (Lehigh Valley); National Storage Company (Lehigh Valley); Pennsylvania Dock & Warehouse Company (Pennsylvania); General Cold Storage Company (Pennsylvania); loans on cold storage warehouse traffic (Pennsylvania); Lackawanna Terminal Warehouses, Inc. (Delaware, Lackawanna & Western); Kingsbridge Warehouse (New York Central); Jay A. Mellish Company (New York Central); F. C. Linde Company (New York Central); relations between the United States Cold Storage Corporation and the New York Central; Seaboard Terminal and Refrigeration Company (Erie); Long Dock Company (Erie); allowances to the United States Trucking Company, New York, by the Erie.

Lost Flour Business

Section 6 is titled "The flour traffic," and Mr. Hickey charges that the trunk lines "have taken all of the flour storage business away from the competing commercial warehouse companies and have imposed the condition that none of the competing commercial warehouse companies may store any flour unless they perform the storage free of charge or at rates below the costs of the service."

Section 7 deals with "Leasing of space arrangements by the trunk lines." The attorney alleges that the trunk lines lease space for commercial warehouse use on their piers and in their buildings "to certain carefully chosen shippers who command the routing of desirable traffic,"

these leasing arrangements subjecting the complaining warehouses "to unfair railroad competition."

Section 8: "The railroad piers are not suitable for the storage of freight." Mr. Hickey declares that these piers are being used for commercial storage "with total disregard of the fire risks arising from the use of the piers for storage when highly combustible articles are handled in regular transportation service across the piers" and that "this disregard of fire risks is inconsistent with efficiency and economy."

Surplus Space

Section 9 alludes to "The over-production of commercial warehouse facilities prompted and financed by the trunk lines." Here Mr. Hickey says: "The railroad intrusion produced the over-capacity. Under that condition, created by the railroads, the railroads are compelled to rent their warehouse property at 'whatever rental can be secured,' and the railroad treasury assumes the resulting financial losses. The over-production, excess of commercial warehouse facilities, has not been created by the shrinkage of business during the present business depression. The over-production existed at the peak of our recent industrial prosperity."

Section 10: "The traffic motive underlying the railroad invasion into commercial warehousing and storage." More than a hundred letters in the record, Mr. Hickey cites, "show that rivalry of the trunk lines, each with the other, for freight traffic prompted the trunk lines to assume the performance of commercial warehousing and storage. . . Motor truck and vessel competition did not instigate the practices." The attorney quotes from some of the letters.

Section 11 holds that "The complaining warehouse companies were subjected to unjust discrimination and undue prejudice. Here Mr. Hickey says:

"There are two kinds of unduly low rates for commercial warehouse services—namely, the unduly low rates for commercial storage afforded directly by the trunk lines; and the unduly low rates for commercial storage which the rental and subsidy arrangements enabled the railroad-preferred warehouse companies to charge.

"When the unduly low rates resulted in the diversion of warehouse freight to the railroad commercial warehouse operation or the railroad-preferred warehouse concern, that diversion subjected the complaining warehouse companies to actual pecuniary losses in the amount of the profits which they would have earned had they not suffered the diversion of their business.

"And when the complaining warehouse companies reduced their normal rates to meet the railroad competition, and thereby retained their business, they also suffered actual pecuniary losses in the amount of such rate reductions.

"The trunk lines afforded commercial storage at rates below the costs of service. Under that onerous condition imposed upon the complaining commercial

warehouse companies their financial losses would be greater if they accepted and handled competitive business than their losses would be when they surrendered the competitive business to their seven railroad competitors. . . .

"The trunk lines constructed new commercial warehouses which afford warehouse space greatly exceeding the need of demand for such space, with resulting cutting of warehouse rates in an attempt to obtain even a small contribution in revenue to meet fixed charges, etc. The resulting sub-normal basis of warehouse rates has been imposed upon the whole warehouse industry of the Port of New York, by the railroad invasion, subjecting both the railroads and the competing commercial warehouse companies to large financial losses.

"The unduly low railroad rates for commercial storage, with a few exceptions, are the maximum rates obtainable at New York. The commercial warehouse industry at the Port is in a chaotic condition, as the result of the railroad invasion, in which normal and orderly conduct of that trade activity has been subordinated to 'cut-throat' competition of one trunk line with six other trunk lines for rail traffic, the warehouse service being treated as a mere pawn in that rivalry."

Section 12 deals with "Estimate of the value of certain property of the trunk lines and their affiliates, in the Port of New York District, used for commercial warehousing and commercial storage." The total value "of the warehouses and facilities used principally for commercial warehouses service by the trunk lines in conjunction with their affiliated warehouse companies," at New York, Mr. Hickey fixes as \$47,649,979.02, of which \$36,506,737.61 he assigns "to the trunk lines" and \$11,143,241.41 "to their commercial warehouse affiliates." In addition, about \$401,000 paid annually in rents. Pier values are not included.

Carriers' Losses

Section 13: "Various financial losses sustained by the trunk lines in connection with their commercial warehouse and storage activities." These, as Mr. Hickey sets them forth, include \$1,260,454.59 from various commercial warehouse projects in 1931; plus losses from pier storage estimated at \$468,636.16; plus losses from storage in railroad cars; plus losses on insurance premiums; plus losses on loans and advances; plus losses on financing warehouse construction. The total, according to the attorney, was at least \$3,152,119.63, but "it is not possible to compute all of the financial losses incurred by the trunk lines from their ventures into commercial warehousing and storage."

Section 14: "The assailed storage practices shrink the freight rates of the trunk lines to unduly low levels." Mr. Hickey cites "typical instances of shrinkage of rates for rail transportation resulting from commercial warehouse ventures," touching on flour and crude rubber.

Argument

PART III presents Mr. Hickey's "Argument" in support of his effort to drive the railroads out of warehousing, and is divided into fourteen sections.

Section 1 holds: "The storage involved in this case is not railroad transportation service. It is trade activity not embraced in common carrier duty." The attorney declares that the evidence of the record is that the storage "is voluntary or solicited storage and is not involuntary storage, incidental to transportation service, that is embraced in common carrier duty."

Section 2: "The regulating statutes bar the trunk lines from engaging in the commercial warehouse or commercial storage business." Mr. Hickey discusses this here in association with Federal statutes alleged to have been violated.

Section 3: "The violations of Section 6 of the Interstate Commerce Act." Here Mr. Hickey touches on alleged violations of filed and published tariffs.

Section 4: "Performance of commercial storage by the trunk lines at rates below costs of the service is in violation of Sections 1, 2 and 3 of the Interstate Commerce Act and Section 1 of the Elkins Act."

Section 5: "Certain contracts, rental arrangements, allowance and other devices of the trunk lines, effect violations of Section 1 of the Elkins Act and Sections 2, 3 and 6 of the Interstate Commerce Act." Mr. Hickey contends that "combinations or confederations by which each of the seven trunk lines takes concerted action with one or more affiliated or preferred commercial warehouse concerns" violate Federal statutes. The attorney says:

"The evidence is indicative of such widespread disregard of the Federal statutes that it seems improbable that all of the violations have been or could be discovered and presented in this case. These violations spring from a foundation that creates violations of law. Correction of the discovered violations will not effect a cure because new violations will arise in the future if the foundation or source is not removed. This multiplicity of violations of the regulating statutes calls for condemnation of the foundation—the unlawful engagement of the trunk lines in the commercial warehouse business."

Section 6: "The allowances given by the Erie Railroad Company to the United States Trucking Corporation and the rent given by the Erie to Independent Warehouses, Inc., are unlawful."

Section 7: "The trunk line respondents have not been authorized, in their charters, to perform commercial warehousing or commercial storage." Pennsylvania, New Jersey, Maryland and New York State laws are quoted in the attorney's effort to sustain this phase of his argument. The seven trunk lines were incorporated under these States' laws.

Section 8: "Sound public policy demands that common carriers by railroad be barred from engagement in private

business in competition with private business concerns." Mr. Hickey holds that "every commercial warehouse company in the United States is menaced by the possibility that, at the place where it is engaged in business, some railroad company will establish and operate a competing warehouse enterprise any day regardless of costs of construction or the financial losses attending an oversupply of commercial warehouse facilities or competition at rates below the costs of service." He continues:

"If the railroads are given authority to engage in the commercial warehouse business, then the large investments of capital in that industry, exceeding one and one-half billion dollars at the present time, will be seriously impaired. The independent commercial warehouse companies must accept scrap value for their commercial warehouse property and surrender that industry to the railroads."

"The United States Supreme Court, in the *New Haven Railroad Case*, said that the assumption of any given trade activity by common carriers would inevitably force all persons out of that business, except those whom the carriers select to continue in that business. In other words a monopoly of the most objectionable type and effect would be created."

"The trunk lines are public servants which have received exclusive franchises and authority to condemn private property and convert it to public use, but not for use in carrying on private business activities. . . . It is inconceivable that these public servants may be permitted to engage in private business activity and, by their irresistible right, destroy any competing business enterprise."

"The large packing companies, that have not been given exclusive franchises, were restrained, at the instance of the Department of Justice, from engagement in the commercial warehouse business. *United States v. Swift and Company*. The assumption of commercial warehousing by the railroads would tend more strongly to intolerable monopolization than such assumption of commercial warehousing by the large packing companies."

Section 9: "The plan of regulation, expressed in Federal statutes, contemplates separation of common carrier functions from trade activities." Here Mr. Hickey quotes from the interstate commerce and Elkins and Federal Trade Commission and bill of lading Acts and other statutes.

Section 10: "The practices under consideration are inconsistent with efficient and economical railroad management." Here Mr. Hickey alludes to the \$3,000,000 annual losses which he earlier said the railroads incur through their warehouse ventures, and calls the Commission's attention to the carrier's petitions for increases in freight rates. "This investigation," he comments, "has disclosed practices that have seriously increased the expenses of the trunk lines without producing compensating additional revenue."

Section 11: "The compensatory rate

contention is not tenable under the statutes." Here Mr. Hickey alludes to the proposal (which has the support of the merchandise division of the American Warehousemen's Association under a resolution which the division adopted at the American's Detroit convention last January) that the railroads may be permitted to engage in warehousing if they establish and exact compensatory rates for the services performed; that is, if the carriers' service in itself reimburses to the railroads the complete expense incurred by them in providing any such service. Mr. Hickey says:

"No scale of compensatory rates for commercial warehousing and storage was presented to the Commission in this investigation. Therefore, the proposal is vague and indefinite."

"Evidently the proposal contemplates only increases of the rates for storage of freight by the trunk lines on their piers and in their cars. If so, it will afford only a small percentage of the relief that we are entitled to and will leave the complaining warehouse companies exposed to the unfair competition of the commercial warehouse concerns that operate as departments of the trunk lines and under contracts and subsidy arrangements with the trunk lines."

"The trunk lines, at the public hearing, definitely refused to increase their unduly low rates for commercial storage. Therefore the rates will not be increased unless the Commission, invoking its power to fix minimum rates, can order the trunk lines and their commercial warehouse affiliates to establish rates not lower than a prescribed minima for the commercial storage of freight. Although the Commission has ample statutory authority to prescribe minimum and maximum rates for common carrier transportation and terminal services, there appears to be no statutory authority that will enable the Commission to prescribe maximum or minimum rates for commercial storage, or to enforce adherence to such rates."

Mr. Hickey cited examples of how "rates for commercial storage which according to railroad doctrine would be compensatory to the railroad might be below the costs of service of a competing warehouse company."

The investigation has disclosed, the attorney argues, "a comprehensive plan and device which has been used for widespread violations of the regulating statutes," and "if this device were sanctioned, by suggested inclusion of the elusive compensatory rate component, that would enable the carriers to use a licensed device for violations of the regulating statutes in the future."

Warehousemen as Shippers

Section 12: "The complaining warehouse companies are entitled to the protection of the Interstate Commerce Commission." Mr. Hickey holds here that warehouse companies are entitled, equally with shippers, to the full protective force of the regulating statutes; in other words, that warehousemen may be

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DISTRIBUTION

Its Economic Relation
to Public Warehousing

Number 86

The New Wave of Consignment Selling and Reduced Volume of Sales Are Driving Many Manufacturers to Consigning Their Goods to Jobbers and Even to Retailers. The Effect on Our Warehousing.

By H. A. HARING

IT has for years been considered a trifle unethical to put out goods under consignment. Although fully legal, the practice has smacked of unfairness, because the manufacturer who consigns his goods is in effect financing the jobber or retailer. Merchandise, for which the seller ought to invest his capital, lies on his shelves without cost and without liability of any sort until a sale is made. Only then does an invoice arrive in the mails.

Trade associations have attempted to eradicate this practice, which they have freely called a "trade evil." Occasionally they have used even words of harsher sound as they have flayed those of the membership who resort to this method of pushing their goods.

At their annual convention, some five years ago in Detroit, the National Wholesale Druggists' Association, voiced strong disapproval of consignment selling. They appealed to the manufacturers to quit it, either openly or indirectly, on a premise that its continuance would disrupt the drug trades and increase the number of retailers of doubtful credit standing.

The committee which made this recommendation had little of good to say for consigned stocks. Among other statements of the report was this one:

"Once a consignment, always a consignment. If a retailer once gets inoculated with the consignment bacteria

he is a danger spot for the whole trade. He is then doing business on the manufacturers' capital. It's a dead sure proposition that he will keep his own money in his sock and let the eager manufacturers take all the risk of his business."

Nevertheless, the so-called "evil" never disappeared in the drug trades, nor in other lines. And, in 1932 after two years of diminished sales volume, not only that trade but a score of others are now witnessing a new wave of consignment sales. Prominent manufacturers, including well-known national advertisers, have betaken themselves to this method of forcing their wares upon reluctant outlets.

No doubt exists that the consigned stock of goods is a device for the manufacturer to finance the dealer, whether he be jobber or retailer.

The essence of the consignment contract is that the goods belong to the manufacturer until a sale is made. The dealer acts as "agent" of the manufacturer to make the sale, and as "agent" his own capital is not tied up in the stock. Not until the sale is consummated and reported is a charge billed against the dealer. All the risks of deterioration, change of style, falling off of demand, and the like, are a burden to be carried by the manufacturer. The dealer is responsible only for carelessness.

THAT the manufacturer carries the burden is proved by the announcement of the great Timken company, in September of this year, when all dealers for that concern's oil burners were told the following:

A New Deal for Oil Burner Dealers

When we say "the vast financial resources of the Timken Silent Automatic Company stand behind T. S.A. dealers" we mean just that, because

We ship our burners, accessories and parts to our dealers on

CONSIGNMENT.

We demand no "Cash in Advance"—no "Sight Draft Bill of Lading attached"—We require only a moderate and reasonable financial rating and a satisfactory credit standing. . . . Timken dealers pay for their burners after they

have been sold, either in cash or by discounting their customers' contracts with us.

This plan is the greatest single help a manufacturer can give his dealers. At one stroke it sweeps away all inventory problems; insures prompt installations; prevents cancellations; and conserves the dealer's cash for working capital.

The plan is available to ALL dealers who can meet our simple requirements—honesty, thrift and ambition. There are no "favored few" in this organization.

Indeed one interesting development of the new wave for consignments is that big concerns, and rich, are adopting it. The small concern cannot finance a far-flung plan of such selling. To carry on a large volume of stocks on open consignment requires huge capital.

The most ambitious program of consigned selling is that behind Mazda lamps. General Electric, with its vast resources, can afford to give every retailer full stocks of all sizes and models, whereas a smaller manufacturer would be swamped by the financial burden of attempting the same thing. Such a plan is made possible, as a further consideration, by the comfortable margin of profit on this item, it being, for all consignment selling, a rule that the consignment is practicable only for something with a long profit.

Consignments are profitable only (1) when the goods offer wide margins of profit, and (2) when the manufacturer has abundant resources.

Timken, for oil burners, is such a concern, as is also General Electric, which we have named. So also is American Tobacco Company and R. J. Reynolds

Company, both of which have this summer entered the cigar stands of the country with consigned stocks of Corona Corona and other cigars. So also is the manufacturer of a radio tube, recently marketed in this manner, and the makers of such cosmetic supplies as Hinze Ambrosia and several other druggists' items which are today put out on consignment, but which are newcomers into the field.

Troubles

THE consignment is not, however, a sure-fire solution of the troubles of selling. Some of its peculiar draw-backs cannot be overlooked or lightly cast aside.

1. The consigned goods remain the property of the manufacturer until bought by the ultimate consumer.

This means that the manufacturer's capital is tied up in a mountain of inventories, spread out over tens of thousands of localities. Merely to keep track of the goods is a costly undertaking.

2. Quite a handful of legal technicalities must be observed.

Unless a written contract is made, the manufacturer's hold on his goods is slender.

State laws must be complied with, because the law of the State where the goods are stocked controls any litigation that may arise. Nearly every State requires that this contract be filed with the county clerk, within a specified number of days after its execution or after shipment of the goods. Unless so filed, the contracts are "invalid against third parties," and this means, in effect, that a creditor of the dealer might seize the goods for rent or for a debt of the dealer. Or, if bankruptcy occurs, the goods might become a part of the assets taken over by the court.

Three of the States (Mississippi, Virginia and West Virginia) have peculiar statutes which render all property "used in the business" liable for a dealer's rent or other debts, unless he complies with the "business sign law."

This "business sign law" in the three States named requires that any person or concern doing business "as a trader" who acts as "factor, agent or consignee" for goods not belonging to himself must disclose the name of the real owner of any such goods offered for sale. This must be done "by a notice published for two weeks in a newspaper (if any) printed in the city, town or county where in the business is transacted." It is, further, required that he display "a sign in letters easy to read, placed conspicuously at the house where such business is transacted," this sign to state the essential facts of ownership. The same law states that "if any person transacts such business in his own name . . . all the property, stock . . . acquired or used in such business shall be liable for the debts of such person."

Yet another legal pitfall must be avoided. It is the statute of limitations. For, even after properly recording (and advertising in the three States) the consignment contract, the statutes of limitation shorten the life of the contract.

These statutes, as specifically applied

to consignments, run from two to five years rather than the customary seven. They provide, with reasonable uniformity, that goods left with dealers on consignment beyond the number of years given in the statute "without demand for return by the consignor or owner" shall be deemed to become the property of the agent or consignee. This provision applies, of course, only to third parties; that is, such as might attach the goods for debt. The original contract between manufacturer and dealer is undisturbed; they may fight out their disagreements after some outside creditor has seized the goods!

3. The dealer must keep adequate records and render complete accounts. His reports must be correct and they must be mailed on time.

This requirement sounds simple. It is most difficult to enforce. It is, as many manufacturers have found, the point where consignment selling breaks down.

The ordinary dealer is a poor accountant. He dislikes taking an inventory as he dislikes facing a collector, and when it comes to stock records he falls woefully short. Seldom is he able to make the balance of stock on hand, as shown on the record, correspond with a count of what lies on his shelf.

This fact becomes a powerful reason why consignment selling is not likely to become general. It is exceedingly difficult to gear national distribution into a smooth mesh with consignments; for the reason that efficient retailers are not to be found in every community. Only a very small proportion of all retailers are equipped to render the sort of reports expected by a big corporation with an army of clerks.

Several times a year, therefore, the manufacturer finds it necessary to send his representative to take a physical inventory of each dealer's stock, and, in addition, audit his sales and charges for goods sold. When a dealer appointment is cancelled, this work must be performed as of the date of cancellation. Every price change requires the same thing, in order to prevent the dealer from misreporting stock on hand, either up or down as the new price may help or hurt him. Every misunderstanding, too, and every dispute between manufacturer and dealer, brings the traveling auditor to the job.

All this work of course necessitates supervision and traveling—no slight item of cost for the manufacturer.

The troubles of consignments are thus seen to be real.

It is, indeed, only a product with wide margins of profit which is able to stand up under the heavy cost of being consigned to the dealer. And it is only the manufacturer with ample capital who can possibly finance the heavy inventories required for so many stocks as national distribution brings upon his books.

Consignment selling is, accordingly, strictly limited in possibilities, for nationally distributed and nationally advertised goods, to concerns which possess these twin advantages. Obviously, not all manufacturers are of this class.

The surprising thing of 1932 is that so many manufacturers have suddenly adopted the consignment plan. New products often are compelled to go out on this basis, for the reason that dealers will not obligate themselves for an unknown article. But, for established commodities and accepted brands, the consignment has been growing in favor during the past year. The new wave of popularity is wholly unprecedented.

Benefits

THE advantages, as usually stated, accruing to the manufacturer, are somewhat of this sort:

1. The consignment assures the dealer of lowest prices for his goods without shopping around among manufacturers. The dealer is satisfied with his "cost of merchandise."

2. It holds the dealer to a single line of the goods, that line being of course the one put out by the consigning manufacturer. Better cooperation and closer intimacy result between manufacturer and dealer.

3. The dealer automatically stocks up "full lines" of the goods. The manufacturer ships him full assortments, and the dealer registers no objection for the reason that the risk is wholly the manufacturer's and not his.

4. The financial burden of complete stocks is the manufacturer's. He deliberately frees the dealer's capital for use in taking on other lines of goods.

5. The fact that the manufacturer owns the goods brings about a more stable price at retail, because any reduction in price by the manufacturer is a direct loss to himself in the depreciation of all stocks out on consignment.

6. This method of selling stabilizes all retail prices, especially by preventing price cutting. The manufacturer, by owning the goods all the time, can dictate the final retail price. It gives absolute "maintenance of resale price."

Of all these reasons, the sixth is most compelling. It overshadows the other five altogether in importance. It is the one great justification for the consignment.

The one real reason why big manufacturers resort to consignment selling is that they may control the re-sale, or retail, price for their products. This is why General Electric consigns its lamps. This is why drug manufacturers, numbering easily a score, have rushed to the consignment within a year. It is the only way they see to maintain their prices against the cut-rate stores. To attain that end—to "maintain" prices—the consignment is worth to them all it costs. Probably it is worth much more.

Price Maintenance

WITH price cutting rife in all trades, the manufacturer of a trade-marked article has faced new difficulties these months in his effort to "maintain" his advertised price. Even though that price may have been revised, as most of them have been, to conform to lower commodity prices in general, the cut-rate store slashes off still more from the list price.

Demoralization results. And, particularly, all dealers other than the chains have grown antagonistic toward the advertised brand. They declare that price cutting by chains and department stores has prevented them from obtaining a reasonable profit on the goods. Such items have become little better than "price foot-balls"—never at rest and never settled, but always "in the air."

The maker of an advertised brand has, therefore, an eternal task of "maintaining" the price at which it sells. Only thus can he assure a profit for the dealer and, of course, a similar gain for himself. But, if he is able to "maintain" the re-sale price at established levels, everyone who handles the article reaps a profit.

The simplest way to "maintain" the price, and at the same time remain within the law, is to market through the consignment sale. Other lawful methods will, it is true, attain the same end of supporting the price, but every method except the consignment requires great skill to escape the law. The consignment, however, is simple in principle. It is entirely lawful. It makes absolutely certain that the price will not be cut, for the great reason that the manufacturer owns the goods all through the marketing process. So long as he owns the goods, he can dictate the price.

It is for this reason that manufacturers, in increasing numbers, are trying the consignment sale. Were it not that a large capital is required to carry the heavy inventories, more of them would unquestionably turn to the consignment. Even as it is, more of them are using consignments today than ever before, their number having increased very appreciably during the past year.

There is every prospect that a yet greater use is immediately ahead for the business world.

Enter Warehousing

MANUFACTURERS of experience in consignment selling cleverly sidestep some of the pitfalls of that method. They eliminate much of the risk, and they greatly reduce the capital required to finance vast inventories.

What they do and how they do it is no deep secret, although the novice and new-comer into consignment selling usually misses the point.

These experienced concerns use the public warehouse as an intermediate agency between themselves and the dealer.

The warehouse, as a disinterested third party, easily and simply solves four difficulties of the consignment:

1. The warehouse cuts out legal entanglements.
2. The warehouse simplifies the accounting problem.
3. The warehouse insures the honesty of the dealer.
4. The warehouse cuts the financial burden to a fraction of that required by direct consignment of stock.

Going a bit into detail for each of these four services, let us see how the public warehouseman does for the manufac-

turer what he can hardly do for himself—does it better and does it cheaper.

1. The warehouse cuts out legal entanglements.

Reduced to its simplest terms, when using a public warehouse the manufacturer establishes a spot stock close to the dealer for the purpose of delivering goods as required for ultimate consumers. Rather than to stock a dozen of a washing machine with the dealer, the manufacturer in this case puts one model on the dealer's floor for display and demonstration and then holds eleven in a local warehouse. The single unit in the dealer's store may either be paid for by him or it may be on consignment. If the latter is the method, the manufacturer's risk is one-twelfth what it would have been for a dozen units.

If the merchandise is relatively costly—as with an oil burner, a child's go-cart, a radio receiving set, rattan porch furniture, a bicycle, and the like—the manufacturer may protect his ownership by a simple device. He may attach a label, or stamp, or imprint, on the article. The label tells in unmistakable wording that the item is the property of the manufacturer and is merely delivered into the keeping of the dealer for display and demonstration but *not for sale*. An alternative wording makes the dealer "trustee" for the goods; that word, in the law, clearly indicating that he does not own the goods or possess legal title: he merely holds them temporarily for some specific purpose.

If, on the contrary, the merchandise is not costly—as with radio tubes, cosmetics, soap, lotions, packaged foods, and the like—one day's supply or a week's does not total enough money to worry the manufacturer.

One maker of toilet goods, whose experience in St. Louis will further be explained in the final paragraphs of this article, finds that on the average a drug store requires only \$7.20 worth of stock. The minimum stock is even less than that sum, being only \$4.40 for this maker's goods; the maximum is less than \$25. But, before experimenting with warehouses to support the dealers' stocks, this same manufacturer faced a minimum of \$21.60 for even a small store and a maximum stock of more than \$150 for a large one.

With a low average for a dealer's stock, the manufacturer's risk is small. If the dealer goes bankrupt, the possible loss is limited to \$4.40 or \$7.20 (in the illustration we have chosen to use). Even if the whole of this sum should ultimately be lost, the charge-off is only one-fifth or one-third what it would have been under the older minimum of \$21.60. The actual average of 817 stocks is one-eighth of what it was under the former plan.

So small a risk saves the manufacturer many incidental costs.

His assistant sales manager is not obliged to rush to some distant point when a telegram announces that a dealer is about to fail. He no longer faces that endless turmoil of trying to snatch out of the store his consigned stock of goods before the trustee in bankruptcy lists

them for "public sale for account of whom it may concern."

As we have on one former occasion related in these columns, the consignment method of aiding dealers grew noticeably during the years 1921-1923 in the States west of the Mississippi, when the acute agricultural depression brought closed doors to hundreds of banks and tottered the credit conditions of every retailing channel. Distant manufacturers desired, nevertheless, to maintain their markets in the impoverished States. Yet they dared not extend further credit to dealers, whose thoughts for two or three years were riveted far more intently on "frozen assets" than on ordering fresh merchandise.

Solution came, however, rather easily. The manufacturers merely increased their spot stocks in public warehouses. They then made arrangements for their jobbers and dealers to obtain immediate delivery from these warehouses, with the warehouseman acting as agent for the manufacturer.

To the manufacturer the risk was *nil*.

So long as the goods reposed in the public warehouse, title remained absolutely in the manufacturer—without contract either to be made or to be recorded with the Court—because the title never passed from control of the manufacturer directly or indirectly. The goods stood in the warehouse in the manufacturer's name, subject solely to his order and control. Nor did the goods leave the warehouse until the dealer was prepared to make payment, that payment having become possible because a sale was in immediate prospect. Often the sale had been consummated (excepting only for delivery of the goods) even before the merchandise was requisitioned from store.

Common sense supports such a plan. Business caution reinforces all the arguments for it.

When a public warehouse retains possession of the actual goods, the manufacturer generally concludes, as before, a formal written contract with the dealer. But this contract need not be recorded, because the sum at stake is small. There is no objection to recording it other than the nuisance. It is just this nuisance, however, which complicates consignment selling for the manufacturer, because his written contracts quickly mount into the thousands and each one must be carefully looked after. Even the small sum for clerk's fee becomes an item to be reckoned with.

2. The warehouse simplifies the accounting problem.

"Our accounting department is wild all the time," said one manufacturer to me when speaking of his consignment experiences.

"You know accountants—how they want everything down in neat columns, how they expect everyone else to have nothing to do but send in written reports, how they tear their hair over any report that does not show up in the first mail Monday morning. But no amount of work on our part will bring reports promptly from our twenty-one thousand

consigned accounts. Not one-tenth of the inventory forms arrive within a week of the specified date."

This manufacturer expects, from each dealer—

Daily report of sales for cash.

Daily report of sales invoiced to customers for payment on their open accounts.

Daily report of sales on deferred payment plans.

Weekly summary of all sales.

Weekly remittance of cash received.

Monthly inventory report, supported by actual tally of goods on hand, including serial number and mark of all unbroken packages.

Anyone who has acquaintance with retailers would know better than to expect all these reports to be forthcoming on scheduled time.

A big retailer, with a force of clerks, would be prompt as a matter of course, for the reason that all work in his concern is systematized. But the ordinary retailer, without even one full-time clerk, is powerless to render any such accounting. In all probability the writing must be done by himself, after business hours; and, of even greater probability, he lacks adequate records altogether. Such a dealer does well indeed to make a physical inventory once a month and remit for what has been sold out of the stock.

Yet another reason, and more powerful, delays the reports.

It is to the dealer's profit to be a laggard.

So long as the goods remain on his shelf and not sold he owes the manufacturer nothing. Even more: so long as he makes no report he is not expected to pay for the goods. The day he reports a sale he must remit the money; or, where invoicing prevails, he knows that shortly the mail will bring a bill which he must pay.

The dealer rests, in this manner, under a constant temptation to postpone his report. Every day he manages to delay, he gains one day's use of the money. If he is supposed to render weekly reports, each time he manages to "get by" for a week he has a week's use of the money; if a month is the interval, he is even more to the good. Many a dealer who is thoroughly honest falls into the easy habit of delaying his reports for this reason. He makes correct reports, when he makes them at all, but he does not hesitate to gain a reputation as "careless," or as being "a rotten bookkeeper" for the sake of doing business on the manufacturer's capital. The delayed report effectually accomplishes this purpose.

Letters, urging him to "be good," come regularly from the manufacturer. Of course they do. But the dealer has always a big waste basket; possibly a capacious stove six or seven months of the year!

This difficulty—this utter impossibility of getting from the dealer prompt and accurate reports—is the bane of consignment selling. It is a problem well nigh hopeless. For, after all is said, the more the dealer delays his report the better off

he is! To report promptly all sales means that he must also remit promptly; to delay and postpone means that he has more time to pay, with the result that he has more use of the manufacturer's money. The temptation is easy to understand. To yield to its lure is perfectly human.

How completely the warehoused stock meets this situation!

For, when buttressing stocks are in a public warehouse under control of the manufacturer, the dealer's stock is far smaller. It is held down to one day's normal requirement, or one week's, or a month's. Instead of a dozen vacuum cleaners, the dealer has one of each model, so tagged that he cannot deliver it to a customer; or, if he deals in the other type of goods, his shelf holds one-quarter dozen of each size. Then, whenever he makes a sale, his stock is wiped out; he may even be required to requisition goods to make a single delivery.

Automatically, in such a case, the manufacturer gets his report.

The report comes, too, from a third party—one wholly without financial concern with the goods and therefore entirely without an interest in delaying the report or in falsifying its items. The warehouseman makes the report to the manufacturer, giving all details of what has been withdrawn from the spot stock, complete specifications, name of dealer (or his customer if delivery goes to him). As a matter of fact, the warehouseman has a direct interest in rendering these reports with the utmost promptness. For, under the ordinary agreement between storer and warehouseman, the charges for handling out of store (and occasionally the entire charge for all warehousing services) "follows the goods." In effect, this means that the warehouseman makes his charge for services as the unit of goods leave his warehouse. Promptness in reporting, therefore, is to his advantage. His earnings hang on that detail of service.

For another matter, though minor in consequence, the warehouseman likes to show a small balance of stock on hand; because he knows that when the manufacturer's control records show that the dead-line of minimum balance is approached, another carload will be routed to the warehouse.

Both these considerations weigh with the warehouseman quite oppositely from their importance to the dealer.

The dealer desires to delay the report; the warehouseman has a vital concern in dispatching it by first mail.

The dealer profits most by showing a "paper" balance of ample stocks on hand of the consigned goods; the warehouseman's interest is most advanced by showing rapid movement of goods out of store.

The warehouseman's viewpoint is, also, that of the manufacturer; the dealer's attitude, needless to relate, runs directly contrary to the best interests of the manufacturer.

And, after struggling with the accounting troubles of a thousand stocks consigned to dealers, a manufacturer smiles at the regularity and completeness

of stock reports as they arrive in the warehouseman's envelope. The record has been kept by clerks who do nothing else from one end of the week to the other. Their records are, therefore, complete and accurate.

Even should some of the goods suffer from pilferage, or careless handling, a yet further advantage lies with stocks in public warehouse. The warehouseman is responsible; he is by law obliged to make good the loss. Quite different, this circumstance, from a like occurrence when the consigned stock is in the dealer's care. Regardless of who may be at fault, every broken and damaged unit consigned to the dealer is charged back to the manufacturer. The dealer sometimes finds it to his advantage to be deliberately careless with consigned goods! It is a simple thing to exaggerate the damage and then sell the goods for full price.

3. *The warehouse insures the honesty of the dealer.*

The last sentence above hints at another grave weakness of the consigned stock.

Consignment encourages dishonesty among dealers.

The delayed report is a mild wavering from the path of strict rectitude. It is not, however, outwardly dishonest.

Exaggerated damage to the goods, imaginary reports of deterioration, padding the expense-bill for cartage and other incidentals, and deliberate misstatement of balance of stock on hand, smack more directly of questionable practices.

The consignment contract, when stripped of its legally worded verbiage, means simply that the manufacturer ships his goods to the dealer "to be charged to you if you can sell them; to be returned, if you can't." Any trick or device by which the dealer can postpone the report, or get more stock without paying for former consignments, is a standing temptation. Every unit reported as damaged brings a replacement for the stock, without increasing the dealer's liability for an invoice.

Where, however, a warehouse stock is used and the dealer held down to about enough for display and sales over a brief period of time, there can be little dishonesty on the part of a dealer. When he has sold his quota for the day or week or month, he must withdraw goods from the public warehouse. Automatically, then, the report and record go to the manufacturer. A dealer doing a good volume is, in such a case, absolutely unable to delay his reports. For, in order to lay hand on goods to sell, he must go to the warehouse. He can not hide his sales under guise of "careless" reporting or "mislaying the records" or "going to my daughter's wedding up in Chicago last week." The warehouse immediately reports the transaction to the manufacturer, who then does the proper invoicing.

Dealers find the consigned stock a temptation to dishonesty in yet another way, provided the commodity is one with fluctuating prices. At each turn of the

quotation they have it in their own hands to punish the manufacturer.

If prices advance, they hasten to report "last-minute" sales at the former price. They resort to petty devices to show less balance of stock on hand than actually they had. For, obviously, each unit thus concealed is worth to the dealer more money by just the margin of the advance in price.

If, on the contrary, prices go down, the dealers jump the other way. Recent sales are not reported, customers are alleged to "demand allowances" for purchases made during the last days of the former high price. The dealer trickily swells the quantity of goods on hand when the price was slashed.

These pages, some six years ago, reported the comment of the sales manager of an important cannery in California who related his experience with consigned stocks in this fashion:

"A drop of ten cents a case in the price shows me in about one morning how many cases we have out on consigned accounts. Within a week, the telegrams of that first day are confirmed by our salesmen in their reports. For, as they make their rounds of the trade, they are driven to make requests to allow dealers to return our goods for credit—either out and out requests or veiled demands for a ten-cent allowance on past invoices.

"But, just as sure as the price goes up ten cents, the dealers give us a chance to invoice all their consigned stuff. And—sure as shooting—a lot of fellows will begin to advertise over-stocks or mark-downs or clearances, and, first thing we know, someone is slashing the price a cent or two a can—giving away several times the ten-cent profit he's managed to wriggle out of us."

All these troubles—dishonesty deliberate and dishonesty scarcely bad enough to deserve that name—are healed by using the public warehouse and sidestepping the open consignment to dealers.

The manufacturer's control, when he does use the warehouse, is automatic and absolute. It is continuous.

The public warehouse, in this sense, shields the manufacturer from the hazard of "careless" morals among his dealers. The warehouse guarantees the dealer's honesty.

4. *The warehouse cuts the financial burden to a fraction of that required by direct consignment of stock.*

It hardly requires argument to show that a central stock, held for the replenishment of all dealers at a marketing center, will demand less total inventory than to stock each dealer in that market with a reasonable supply. The entire system of jobbing is built upon this very principle. A jobber stands ready to deliver to dealers in his territory from day to day as they need goods. He makes a profit by enabling the retailers to do business with less stock. The jobber furnishes a flexible reservoir of goods for his trade area.

When a manufacturer launches his business upon the sea of consignments, one of his first tasks is to determine what size stock constitutes a "dealer's normal

supply." If the product is relatively costly, the unit of time between shipments is apt to be a month; even three months, for some commodities. If the product is less expensive, the period is usually taken as one week or two, although two makers of toilet preparations report to me that they take ten days as the best interval.

The dealer tries to argue for longer periods, because he wants as big a stock as he can possibly get. If, of course, he were to pay for it as he would in ordinary buying for stock, he would try to get along with as little as possible. But, inasmuch as the manufacturer finances the stock, the dealer's effort is to load himself heavily.

An Experience

ONE maker of a toilet preparation, nationally known and nationally advertised, went into consignment selling early in 1931. By the end of that year this concern had between 26,000 and 27,000 consigned stocks in drug stores, beauty parlors and barbershops, hotel stands and country-club offices.

This product is retailed at three prices—50c, \$1 and \$2. The dealer's discount is 40 per cent. It was the manufacturer's plan to consign to each dealer a supply for two weeks, the idea being that the smallest such stock (that is, the smallest outlet with which they would bother to consign a stock) would be the following:

2 doz. @ 50c.....	\$12.00
1 doz. @ \$1.....	12.00
1/2 doz. @ \$2.....	12.00
	\$36.00
Less 40%.....	14.40
Net cost.....	\$21.60

The maximum consigned stock, for a large outlet, was to be 7 times these quantities, or a bit under \$150 in money. This was the "plan"; these quantities, the "ideal stocks."

Immediately, however, their troubles rose up to smite them.

The salesman had a fight with nearly every retailer. He laughed at so tiny a stock! And, in order to pacify the dealers, the salesmen were obliged to "rate up" even the tiniest of outlets. No one wanted the minimum! Before the year was over, this manufacturer woke up to the startling fact that more than \$2,000,000 of his capital was tied up in these consigned stocks.

If, as estimated, there had been a turnover of this stock each two weeks, the outcome would have been exceedingly profitable. It was not. The year's sales, through all these thousands of dealers, was slightly over \$4,000,000, or a trifle under two stock-turns in a year. This meant a ruinous undertaking, unless they could find a way out.

They talked and they talked.

One test they made was staged in the St. Louis market. Why they chose that center I do not know, for it is more than a thousand miles from the home office and the factory. Possibly their attention had been turned to St. Louis because that city had been intensively studied and surveyed last year by the census of

distribution of the Census Bureau, which included in the work a minute study of drugstores and their business.

In St. Louis this manufacturer set up four or five spot stocks, two of them with drug jobbers and the others with merchandise warehousemen. Out of that center a total of 817 dealers are served by this manufacturer, these being his figures at the middle of July, 1932.

Early in 1932 the manufacturer's salesmen presented to each of the St. Louis dealers a revision of the consignment plan. It was explained that the first plan was unworkable, because dealers were tempted to stock too heavily and the manufacturer had lost all information about his own volume. The large stocks on hand with dealers concealed the real sales to consumers; and, to remedy this evil, the new plan was proposed. It would provide minimum stocks for the dealer but with a reserve stock right in the city, lodged with four or five convenient suppliers, so that any dealer could replenish his shelves in a few hours.

The new "ideal stock" for an ordinary dealer was to be:

1/2 doz. @ 50c.....	\$3.00
1/4 doz. @ \$1.....	3.00
1/4 doz. @ \$2.....	6.00
	\$12.00
Less 40 %.....	4.80
Net cost.....	\$7.20

In the manufacturer's thinking, such a stock would suffice for more than half of his 817 St. Louis outlets, although for some of them a yet smaller investment would fit all practical requirements. The foregoing "ideal stock" was thought of as "an average stock" to apply to all dealers except the recognized large retailers. For the smaller outlets the plan cut the number of units of higher-priced goods, thus making up what they called the "new minimum stock." It was this:

1/2 doz. @ 50c.....	\$3.00
1/4 doz. @ \$1.....	2.00
1/12 doz. @ \$2.....	1.00
	\$6.00
Less 40%.....	2.40
Net cost.....	\$4.40

The "new maximum stock," designed for really important outlets, was revised to what had been the "minimum stock" under the first plan. Its net cost was \$21.60, or three times the new "ideal stock," consisting of 2 doz. of the 50c size; 1 doz. of the \$1, and a half doz. of the \$2. The new "maximum" was three, not seven, times the value of the new "ideal" stock. For some retailers this became almost a one day's stock; and, in two instances, a yet larger consignment was agreed to.

Then, by individual arrangement with each dealer, a scheme was set up for "same day" delivery of fresh goods, from jobbers to those who chose or from warehouse to those who preferred them. The fresh goods were to come to the dealer as "consigned stock" under the same agreement as had existed during 1931.

It is now understood, however, under the revised plan that for every unit of fresh goods requisitioned by the dealer he is to accept billing for an equal quan-

tity of his previously consigned stock, with the idea that he will ask for new goods only to replenish gaps in stock caused by sales.

As part of the revised plan, all dealers' stocks in excess of the new quota for consigned quantities were "picked up" by the manufacturer. These lots were concentrated in the warehouses and jobbing houses, to serve as reservoirs for withdrawals. Only two dealers have developed a turnover, during 1932, brisk enough to warrant consignment of more than \$21.60 as their average stock.

It would be interesting to conclude this account by showing the sales volume in St. Louis, comparing the 1930 plan with the revised one of 1932. This seems impossible.

As the plan operated during 1931, the manufacturer did not himself know his volume actually sold into consumption

from month to month; nor, in fact, for the year itself. The new plan has gradually been going into operation over a period of seven months and has, so far, not yielded results such as may be compared with 1931. This much is, however, certain, quoting the words of the manufacturer's president, as he talked of an August day this summer:

"We are selling more goods in St. Louis this year than our dealers reported as having sold last, and this is true almost month by month. When our checkers came to tally what the dealers had on hand, as they changed over to the new plan, we caught two-thirds of them red-handedly reporting short of what they had sold. Some of them had held out on us for a half of their sales. All our billings for these shortages we have thrown back into sales for 1931, although we did not catch the errors until this year.

"The big thing we have learned is that we can cut out total inventory 70 to 80 per cent. One-fifth the stock, properly spotted around St. Louis where the dealers can get delivery on a telephone call, will saturate that market for our goods. The total of our 817 dealers' consignments, plus the warehoused stocks, is something like 20 or 25 per cent of what we had in that market a year ago.

"The stock we now have is alive. The other was a lot of dead stuff in the dealer's cellar or attic, for which he had little interest because it belonged to us. Now, anything he has on hand, is on the shelf right in his store just as goods he buys are located, but with the big difference that he knows he makes a sure profit on ours.

"We have rescued our company from an overwhelming inventory by revising the plan of our consignment selling."

Survey Indicates Loans of Half a Billion Dollars By Cold Storage Warehouses During 1927-1931

A SURVEY conducted by W. M. O'Keefe, Chicago, executive secretary of the Association of Refrigerated Warehouses (a division of the American Warehousemen's Association), shows that during 1931 loans totaling \$59,390,142.08 were made by 147 cold storage warehouses in the United States out of 296 firms which responded to his questionnaire. The other 149 companies reported they made no loans during the year.

In a bulletin to the association's members Mr. O'Keefe says:

"A number of houses included in the 1931 figures did not, however, submit reports for all of the previous years, and several that furnished the data in previous years failed to report for last year. For the purpose of comparing the loan situation in 1931 with that of previous years, we, therefore, found it necessary to make a further tabulation, including only the figures of those companies which reported for 1931 and for one or more of the previous years, with the following result:

"144 warehouses that financed their customers to the extent of \$58,351,056.72 in 1931 loaned an aggregate of \$85,849,028.59 in 1930.

"113 companies that loaned \$53,982,940.99 in 1931 loaned \$103,234,617.91 in 1929. These same companies, collectively, loaned \$78,516,502.35 in 1930.

"101 companies that loaned \$53,286,686.73 in 1931 loaned \$87,865,261.73 in 1929. These same companies, collectively, loaned \$100,970,639.92 in 1929 and \$76,879,894.47 in 1930.

"91 companies that loaned \$50,390,-

142.08 in 1931 loaned \$79,836,261.73 in 1927. The same 91 companies, collectively, loaned \$82,097,080.61 in 1928; \$95,898,942.68 in 1929, and \$72,603,894.23 in 1930.

"As close as we can figure it, all but 20 to 25 cold storage companies in the United States that make advances on goods stored are included in the figures first above mentioned for the years 1929, 1930 and 1931."

Rate—"Hammering"

In connection with the loan survey Mr. O'Keefe wrote one leading cold storage executive as follows:

"The inclosed statement is rather interesting in that it brings out the fact that during the five-year period, 1927 to 1931, inclusive, the cold storage warehouses of the United States loaned to customers close to half a billion dollars. I question whether many of those customers have gotten sufficient financing from the banks direct to properly carry on their businesses, and yet a number of them no doubt have 'hammered' for lower cold storage rates. Am I right in this, or is the warehouse industry itself solely responsible for the general decline in cold storage rates during, say, the past five years?"

The cold storage executive wrote in reply:

"The warehouse loan figures are certainly food for thought and it is more than evident that the industry has mothered the trade to an extent that has sapped its strength in many instances.

"Certainly we cannot stand back and place the blame upon the trade for low

storage rates and high advances, particularly when you consider that a substantial portion of the perishable food trades is made up of a type of people who work on the 'take all and give nothing' basis. The blame for the situation rests right squarely with the refrigerated warehousing industry and nowhere else, and can be summed up in a very short and pointed phrase, namely, lack of co-operation and confidence. That phrase, of course, can be enlarged upon in great detail, but it is the essence of the whole situation. Considering the comparatively limited number of houses engaged in this industry, or perhaps I should put it, the limited number of primary houses, it is a sad commentary upon the intelligence and supposed common sense of their operators that they have not been able to get together and hold together on a sound basis. At the moment, I can think of no other industry where it should be easier to exercise a dominant control of the business than in this, but apparently it has thus far been impossible to do it. We have too many men in this industry who have no vision.

"Where there is no vision the people perish' is as true today as when originally stated, and unless the many lone-hand players in this industry can get a vision that through cooperation for the benefit of all they will be building a solid foundation for their own well-being, I can see little hope of sound policies prevailing over the notoriously unsound ones relating to rates and loans that have proved so disastrous. One of the worst features of it is that it discourages those who would like to work co-operatively."

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Please Send Payment With All Orders

Occupancy Again Touches a Record New Low

Average Recedes to
61.9 Per Cent

By KENT B. STILES

PUBLIC MERCHANDISE WAREHOUSING AUGUST-SEPTEMBER, 1932

Statistical data on the amount of floor space operated and occupied during the months of August and September, as reported to the Bureau of the Census by 564 establishments, are given below.
Statistical data on the number of tons of merchandise received during the months of August and September and the number of tons of merchandise delivered on arrival, as reported to the Bureau of the Census by 488 establishments (of the 564 reporting for September), are given in the following table¹

Division and State	Per Cent of Floor Space Occupied		TONNAGE							
			Received During Month		Equivalent No. of Lbs. per Sq. Ft.		Delivered on Arrival		Equivalent No. of Lbs. per Sq. Ft.	
	Aug.	Sept.	Aug.	Sept.	Aug.	Sept.	Aug.	Sept.	Aug.	Sept.
NEW ENGLAND (Total).....	60.9	57.7	14,705	14,356	10.6	10.4	3,215	3,739	2.3	2.7
Vermont and New Hampshire	71.5	72.4	58	66	1.8	1.8				
Massachusetts.....	59.0	54.0	11,414	10,964	13.0	12.5	888	1,262	1.0	1.4
Connecticut.....	78.1	77.9	938	859	3.9	3.8	2,032	2,266	8.5	1.0
Rhode Island.....	53.3	55.8	2,295	2,467	9.4	10.2	295	211	1.2	0.9
MIDDLE ATLANTIC (Total).....	63.1	61.6	98,107	112,973	12.0	13.4	9,524	24,789	1.2	2.9
New York Metropolitan District Total (1).....	62.7	61.7	67,147	82,556	11.5	12.8	2,380	16,809	0.4	2.6
Brooklyn.....	57.1	56.3	38,863	50,855	11.8	14.5	1,471	15,478	0.4	4.4
Manhattan.....	61.9	60.6	5,707	5,909	7.7	8.0	66	153	0.1	0.2
Nearby New Jersey.....	72.3	72.9	21,422	25,740	10.2	12.3	813	1,138	0.4	0.5
All other Metropolitan Districts.....	62.7	49.1	1,155	52	9.0	0.5	30	40	0.2	0.4
New York except Metropolitan District.....	61.7	62.3	13,583	13,263	18.4	18.3	4,891	5,206	6.6	7.2
New Jersey except Metropolitan District.....	54.0	51.8	1,037	781	10.3	7.8		25		0.2
Pennsylvania.....	67.9	60.6	16,340	16,373	15.1	14.3	2,253	2,749	2.1	2.4
EAST NORTH CENTRAL (Total).....	63.5	63.8	94,805	87,371	19.5	18.0	17,711	19,695	3.6	4.0
Ohio.....	64.7	63.2	14,234	14,027	12.2	12.0	6,028	6,097	5.2	5.2
Indiana.....	70.7	68.7	4,644	5,632	11.1	13.6	1,502	1,442	3.6	3.5
Illinois, except Chicago.....	67.6	69.2	4,951	5,351	20.9	22.6	1,371	1,525	5.8	6.4
Chicago.....	62.8	65.1	29,220	32,739	19.7	22.1	3,303	4,453	2.2	3.0
Michigan.....	60.5	61.2	33,749	22,323	27.8	18.4	3,245	3,465	2.7	2.9
Wisconsin.....	59.8	58.8	8,007	7,299	22.8	20.7	2,261	2,713	6.4	7.7
WEST NORTH CENTRAL (Total).....	60.6	60.0	46,368	42,968	17.3	15.9	25,681	24,714	9.6	9.2
Minnesota, except Minneapolis and St. Paul.....	66.1	72.5	3,892	3,173	33.4	27.2	758	883	6.5	7.6
Minneapolis and St. Paul.....	66.5	63.4	13,466	12,241	17.8	15.9	5,775	5,930	7.6	7.7
Iowa.....	53.7	51.9	6,881	7,476	19.9	21.6	2,352	2,215	6.8	6.4
Missouri, except St. Louis.....	56.6	57.5	3,308	4,253	7.1	9.1	1,817	1,948	3.9	4.2
St. Louis.....	70.9	71.8	9,123	6,296	25.1	17.3	12,142	10,105	33.4	27.8
North Dakota.....	45.7	48.5	1,788	1,882	15.3	13.5	352	295	3.0	2.5
South Dakota.....	73.8	68.0	1,007	863	14.3	11.6	404	440	5.7	5.9
Nebraska.....	52.5	52.4	4,642	4,362	15.7	14.5	1,329	1,245	4.5	4.1
Kansas.....	53.2	52.6	2,261	2,722	16.2	19.5	752	1,653	5.4	11.9
SOUTH ATLANTIC (Total).....	63.6	65.5	28,304	29,813	16.1	18.5	7,710	12,691	4.3	7.9
Maryland and Delaware.....	59.5	61.0	16,069	15,649	14.9	16.9	1,035	1,274	1.0	1.4
District of Columbia.....	81.4	79.9	2,019	2,326	22.2	25.5	1,585	1,590	17.4	17.5
Virginia.....	73.8	75.7	1,712	1,701	12.6	12.5	598	630	4.4	4.6
West Virginia.....	78.2	78.0	1,186	903	14.2	10.8	906	958	10.9	11.5
North and South Carolina.....	64.7	61.8	2,394	2,227	18.1	15.4	344	425	2.6	2.9
Georgia and Florida.....	62.2	69.8	4,924	7,007	20.5	30.6	3,072	7,814	12.8	34.1
SOUTH CENTRAL (Total).....	62.2	64.0	45,475	26,053	19.8	11.7	27,202	15,871	11.9	7.1
Kentucky and Tennessee.....	54.8	77.2	20,680	4,401	71.4	16.2	12,885	3,648	44.4	13.4
Alabama and Mississippi.....	60.0	61.1	1,405	1,378	14.9	14.7	934	1,070	9.9	11.4
Arkansas.....	63.7	65.5	1,610	1,973	12.2	15.0	893	1,228	6.8	9.3
Louisiana.....	52.6	52.1	10,163	9,275	11.2	10.5	911	874	1.0	1.0
Oklahoma.....	74.2	74.3	7,039	4,207	43.6	33.5	9,267	5,975	57.4	47.6
Texas.....	67.5	67.2	4,578	4,819	6.4	6.7	2,482	3,076	3.5	4.3
MOUNTAIN AND PACIFIC (Total).....	62.8	59.5	21,222	20,697	11.8	12.1	8,951	9,928	5.0	5.8
Idaho and Wyoming.....	73.9	68.9	586	637	14.6	15.9	450	542	11.2	13.5
Montana.....	79.4	76.5	293	496	6.5	11.0	463	348	10.2	7.7
Arizona and New Mexico.....	46.7	54.7	549	749	6.3	7.4	433	662	4.9	6.5
Utah.....	63.1	61.1	1,987	2,301	26.8	31.0	245	264	3.3	3.6
Colorado.....	64.0	61.5	1,945	2,186	9.3	10.2	1,230	1,343	5.9	6.2
Washington.....	78.2	68.5	3,911	3,761	16.0	15.4	3,106	3,269	12.7	13.4
Oregon.....	61.9	59.7	1,375	563	27.0	11.1	451	743	8.9	14.6
California.....	58.9	55.6	10,576	10,004	10.1	10.6	2,573	2,757	2.5	2.9
TOTAL FOR UNITED STATES.....	62.7	61.9	348,986	334,231	15.2	14.6	99,963	111,427	4.4	4.9

(1) Because of the importance of this territory, figures are shown separately from the state total.
The figures for August have been revised; those for September are preliminary.

THE Government's November release covering public merchandise warehousing figures indicate that on Sept. 30 the average occupancy for the entire country was less than on any previous month-end since the Bureau of the Census of the Department of Commerce began compiling these statistics in January of 1928.

The occupancy percentage (provisional) for Sept. 30 is shown as 61.9. This represents a decline of eight-tenths of 1 per cent from 62.7 per cent on Aug. 31.

The previous record low was 62.6 per cent, reported for this past July 31.

Sept. 30th's provisional 61.9 per cent compares with the percentage recorded for the final day in September of the four preceding years as follows:

	1928	1929	1930	1931	1932
Last day of Sept.	66.1	74.3	68.4	65.7	61.9

The tonnage figures in the accompanying August-September table indicate that during September a smaller percentage of goods arriving at the reporting warehouses entered storage (out of total volume received) than in the earlier month.

In September, 445,658 tons arrived at 1207 reporting warehouses; of this volume, 334,231 tons, or 75.0 per cent, entered storage, the balance being delivered on arrival. In August the total arriving volume was 448,949 tons, of which 348,986 tons, or 77.7 per cent, entered storage in the 1208 reporting warehouses, the balance being delivered on arrival.

The provisional 75.0 per cent for September compares as follows with the September figures for each of the four preceding years:

	1928	1929	1930	1931	1932
September	70.9	74.9	78.7	78.6	75.0

Occupancy

THE 3.8 per cent average decline, for the entire country, on this past Sept. 30 from the level recorded for the previous year's corresponding date was not reflected in Massachusetts, Connecticut, Rhode Island, a small part of the New York metropolitan district, New York State outside that district, Delaware-Maryland, District of Columbia, Virginia, West Virginia, North and South Carolina, St. Louis, Texas, and Montana, from all of which gains were reported.

The following comparisons are available across five years:

	Occupancy—End. of Sept.				
	1928	1929	1930	1931	1932
Mass.-Vt.	51.2	55.3
Vt.-N. H.	53.2	91.7	72.4
Mass.	24.2	52.4	54.0
Conn.-R. I.	52.6	61.0
Conn.	54.9	62.9	77.9
R. I.	61.6	47.7	55.8
N. Y. Met. Dist.	64.1	84.3	64.0	64.1	61.7
Brooklyn	53.0	76.9	61.3	65.5	56.3
Manhattan	77.8	88.1	65.8	63.0	60.6
Nearby N. J. & other	75.7	82.2
Nearby N. J.	64.5	62.5	72.9
All other	42.9	66.4	49.1
N. Y. State	60.2	82.8
N. Y. State except Met. Dist.	70.5	59.8	62.3
N. J. State	76.4	83.0
N. J. State except Met. Dist.	33.2	62.6	51.8
Pennsylvania	80.0	70.0	66.8	61.3	60.6
Ohio	84.1	90.5	80.5	78.9	63.2
Indiana	71.9	82.1	70.5	76.1	68.7
Illinois	72.9	86.3
Ill. except Chicago	75.9	76.8	69.2
Chicago	73.5	87.8	82.8	72.4	65.1
Michigan	71.0	71.1	67.6	64.0	61.2
Wisconsin	77.6	92.6	62.6	65.1	58.8
Minnesota	70.6	82.4
Minn. except Mpls. & St. Paul	71.2	80.6	72.5
Mpls. & St. Paul	70.6	82.9	78.0	73.2	63.4
Iowa	70.2	70.1	68.9	62.2	51.9
Missouri	75.2	73.2
Mo. except St. L.	69.3	69.4	57.5
St. Louis	71.6	78.0	67.0	68.3	71.8
No. & So. Dakota.	84.3	92.4
No. Dakota	72.0	59.7	48.5
So. Dakota	79.2	73.7	68.0
Nebraska	51.3	63.3	59.6	61.3	52.4
Kansas	62.9	82.5	75.6	68.5	52.6
Del.-Md.-D. C.	52.3	59.0
Del.-Md.	72.1	57.4	61.0
D. C.	69.4	77.2	79.9
Va.-W. Va.	69.0	71.0
Virginia	80.1	64.3	75.7
W. Virginia	84.8	77.5	78.0
No. & So. Car.	64.6	64.3	80.0	59.3	61.8
Ga.-Fla.	71.5	78.5	72.1	74.7	69.8

	Occupancy—End of Sept.				
	1928	1929	1930	1931	1932
Ky.-Tenn.	75.7	73.5	81.9	78.0	77.2
Ala.-Miss.	88.3	71.1	66.2	79.0	61.1
Ark.-La.-Okla.	62.8	56.9
Arkansas	87.3	69.4	65.5
Louisiana	71.7	70.0	52.1
Oklahoma	90.1	83.4	74.3
Texas	54.6	49.1	70.8	59.1	67.2
Ida.-Wyo.-Mont.	75.3	84.7
Ida.-Wyo.	67.7	75.9	68.9
Montana	80.2	75.7	76.5
Ariz.-Utah-Nev.- N. M.	74.9	76.0
Ariz.-N. M.	67.0	70.9	54.7
Utah	83.3	63.2	61.1
Colorado	63.1	72.6	74.9	71.5	61.5
Washington	67.0	85.3	67.0	74.2	68.5
Oregon	67.1	68.2	67.2	62.0	59.7
California	74.3	78.4	70.7	67.0	55.6
Average U. S.	66.1	74.3	68.4	65.7	61.9
Warehouses reporting	1210	1222	1360	1413	1341

Comparing the Sept. 30 occupancy percentages (provisional), on the opposite page, with those of Aug. 31, it is disclosed that the decline of eight-tenths of 1 per cent as the average for the entire country was not reflected in Vermont and New Hampshire, Rhode Island, a small part of the New York metropolitan district, New York State outside that district, Illinois, Michigan, Minnesota outside the Twin Cities, Missouri, North Dakota, Maryland-Delaware-Virginia, Georgia-Florida, Kentucky-Tennessee, Alabama-Mississippi, Arkansas, Oklahoma, and Arizona and New Mexico.

Tonnage

AS already pointed out, the percentage of volume which entered storage this past September, out of the total

arriving volume, was smaller than the percentage recorded for September of 1931. By divisions the comparisons across five years are as follows:

	Percentage Entering Storage—September				
	1928	1929	1930	1931	1932
New England	78.9	66.3	72.4	79.4	79.3
Middle Atlantic	78.3	86.6	88.2	84.6	82.0
E. No. Central	86.1	85.9	80.9	84.0	81.6
W. No. Central	70.9	74.7	78.5	76.7	63.6
South Atlantic	46.0	41.7	80.3	79.3	70.1
E. So. Central	79.8	70.9	65.2	54.9	55.2
W. So. Central	74.0	67.8	80.8	71.5	64.5
Mountain	48.6	59.5	65.3	66.3	66.8
Pacific	67.0	73.4	68.8	69.9	67.9
Entire country	70.9	74.9	78.7	78.6	75.0

Warehouses reporting	1210	1222	1186	1210	1207
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Comparing this past September's (provisional) percentages with those recorded for August, it is disclosed that the average decline of 2.7 per cent for the entire country was not reflected in the Middle Atlantic, West South Central and Mountain sections. By divisions the comparisons follow:

	Percentage Entering Storage—1932		
	Aug.	Sept.	Change
New England	82.1	79.3	-2.8
Middle Atlantic	81.9	82.0	0.1
E. No. Central	84.3	81.6	-2.7
W. No. Central	64.4	63.5	-0.9
South Atlantic	79.0	70.1	-8.9
E. So. Central	61.6	55.2	-6.4
W. So. Central	63.3	64.5	1.2
Mountain	65.5	66.8	1.3
Pacific	72.1	67.9	-4.2
Entire country	77.7	75.0	-2.7
Warehouses reporting	1208	1207	

Wilson V. Little and Southern Warehousemen's Association Protest to Rail Executives Against Rule 23 Exception

UNDER the leadership of Wilson V. Little, Chicago, general secretary of the American Warehousemen's Association, and supported by a group of Southern storage executives, warehousing on Nov. 16 put up a determined fight in Atlanta before the executive committee of the Southern Freight Association to eliminate the proposed exception to Rule 23; or, failing in that, to have the railroads' charge for unloading, sorting and delivery increased from 2½ cents to at least 5 cents per 100 pounds.

In the group with Mr. Little were Milner T. LaHatte, president of the Southeastern Bonded Warehouses, Atlanta; George Sebald, president of the Walker Storage & Van Co., Atlanta; John L. Wilkinson, president of the Caroline Transfer & Storage Co., Charlotte, N. C.; R. B. Young, president of the Savannah Bonded Warehouse & Transfer Co., Savannah, and now president of the Southern Warehousemen's Association; George C. Harris, president of the Harris Transfer & Warehouse Co., Birmingham; John J.

Woodside, Jr., president of the John J. Woodside Storage Co., Inc., and Mrs. Lorena W. Coop, Atlanta, executive secretary of the Southern Warehousemen's Association.

The hearing took up the better part of the afternoon, under the direction of J. E. Tilford, chairman of the Southern Freight Association. It marked the third step in the warehousemen's efforts to have the objectionable exception thrown out. The first notice of the proposed exception was received by the Southern W. A. on Sept. 20 and was immediately followed by an Atlanta meeting at which the storage executives agreed that they would lose business to the railroad, or must do business at a loss, if the carriers secured the exception so that they could unload, sort and deliver merchandise from pool cars at a cost of 2½ cents per 100 pounds. At that meeting an attorney was retained who wired the Interstate Commerce Commission requesting suspension of the proposed exception. The suspension was granted on Oct. 5,

effective until next May 1, thus giving the warehousemen time to present objections to the I. C. C. On Oct. 12 the warehousemen conferred with Mr. Tilford, with the result that the Nov. 16th hearing was set.

Acting as spokesman for the warehouse group at the Atlanta hearing on Nov. 16, Mr. Little told Mr. Tilford that the merchandise warehousemen in the South depended to a large extent on the performance of this unloading, sorting and re-forwarding service; that the railroads' entry into this field might deprive the warehousemen of a livelihood; that a charge of 2½ cents per 100 pounds for this service, if met by the warehousemen, would not allow them any margin of profit; and that the railroads have neither the set-up nor the organization to compete with warehousemen in performing these services.

"Warehousing," Mr. Little continued, in part, "is based upon service to the manufacturer of merchandise. The ware-

(Concluded on page 48)

Speeding Distribution with Teletypewriter

Communication Between
Warehouse and Patron

By R. F. Harrell,
New York Telephone Company

"IN the opinion of trained observers and economists there is not less than eight to ten billion dollars waste in the conduct of American business every year. . . . And there is ample reason to believe that the highest single percentage of this waste arises in the field of distribution."

The words are those of Dr. Julius Klein, Assistant Secretary of Commerce, spoken over the radio in 1929. A great many disastrous things have happened to American business since that time, some of which have directly borne out Dr. Klein's statement that inefficient distribution is the rock which interferes with the smooth flow of goods from factory to consumer. While production efficiency has reached a high point, distribution efficiency has lagged behind—the brake that retards the smoothly running vehicle.

Since the beginning of commerce as we know it today, there has been a direct link between distribution and communication. Sellers of goods obtained knowledge of a buyer's demands and proceeded to send him their wares. The slower the communication, the slower the distribution. Commerce moved leisurely across the Atlantic in sailing ships in response to written messages, or word-of-mouth news about conditions and needs in other parts of the world carried by sailing masters. Gluts and famines oc-

curred. One producing section did not learn of a consuming section's need until that need became acute.

Electrical communication—first the telegraph and cable, and later the telephone—helped oil the wheels of distribution by affording facilities for quicker communication: means of transmitting intelligence about needs that kept pace with the faster means of transportation afforded by the steam engine and the steamship. Efficient communication has done much to increase the efficiency of distribution, and each new development in communication has been welcomed by those concerned with distributing goods.

In recent years there has come into use a new means of communication that has been readily accepted by distributors who have a written communication problem to solve in connection with the business of sending goods quickly and efficiently from warehouses to their outlets and consumers.

The machine which makes this service possible is the teletypewriter, an instrument which transmits written words just as the telephone transmits speech. Orders formerly sent by messenger several times a day from head office or factory to public warehouses, are typed on the teletypewriter, appearing simultaneously at the warehouse in printed form suitable for use in connection with shipping, collections, etc.

THE teletypewriter has a keyboard similar to that of the ordinary typewriter and messages typed on the sending machine appear simultaneously on the distant receiving machine, or machines, exactly as they are written on the sender. The two, of course, are connected by an ordinary telephone circuit; and sender and receiver may be in the same building or hundreds of miles apart.

The several models of machines print on tape three-eighths of an inch in width, on paper in continuous rolls eight and one-half inches wide, on typewriter sheets or rolls, or on forms especially designed to suit the individual requirements of the organization using the machines. The messages are neatly written in clearly legible type; and, as the sender prints also, the operator may compare the message with the original copy for accuracy and send corrections if necessary.

All sending teletypewriter machines are equipped also to receive messages, so that operators using two of these combination machines may "talk" in writing just as two users of the telephone communicate with each other by voice. There is a receiving-only machine that

is not equipped for sending messages. A remote control feature can be adapted to a sender-receiver, so that the operator of the machine, by throwing a switch, may start the distant receiver, although it is unattended, and send a message which is printed on the distant machine to await the return of the attendant there. When there are two of these combination sending-receiving machines, the remote control feature may be used in connection with each, so that the operator of either machine may send a message to the other, even though the distant machine is unattended.

In the distribution and warehousing field the machine is perhaps most useful in affording a means of instantaneous written communication between the customer of the warehouse and the warehouse force for the transmission of orders directing shipment.

New conditions have made a faster warehouse service imperative, as H. A. Haring pointed out in his article on "Distribution—Its Economic Relation to Public Warehousing" in the July issue of *Distribution and Warehousing*. The teletypewriter is one of the facilities avail-

able to the manufacturer who, in overhauling his distribution machine to bring it up to the efficiency of his production, sees the necessity of doing away with the time lost between the receipt of orders and shipment from the public warehouse.

A Steady Flow of Orders

WITH ordinary order-transmitting routines in use in many organizations today the orders are first received at the head office by mail or telephone; and before these are sent to the warehouse, they must be rewritten, usually on order-writing machines. As it is too expensive to send each individual order from office to warehouse by messenger, orders are collected and held at the office until there is a sufficient number to make a messenger trip not too costly. Meanwhile the force at the warehouse may be idle; transportation facilities are waiting to be used, and, more important, the customer ordering the goods is being delayed. The peaks and valleys in the daily work of the warehouse force, resulting from scheduled delivery of orders to the warehouse, are important to the



Left, a page-type sending and receiving teletypewriter. Right, a receiving-only teletypewriter equipped with a "positive drive" which permits form-writing by wire

warehouseman as costs items. It is important to get today's work done today, but this is often impossible if orders are held up at the transmitting office. Orders to be shipped early the next day must be loaded in trucks or cars so that drivers are not delayed or demurrage charges mount.

Overtime and night work may be necessary, as Mr. Haring says, with the messenger system of transmitting orders in use.

But with a teletypewriter connection between head office and warehouse, the need for overtime work is considerably diminished. There is a steady flow of orders between office and warehouse. The warehouse force works on orders at hand, and it does not have to wait until the hourly or twice-daily messenger appears.

Where the warehouse assumes the duties of delivery by motor truck, or originates freight by its own carrier, there is also a considerable saving in transportation expense. Shipments are usually made by scheduled carriers—motor trucks leaving by predetermined schedules for certain points or trains regulated by the railroad's schedules. When orders are transmitted periodically by messenger from the office of the shipper to the warehouse, the warehouseman is never sure, when a truck or train departs, that he has all the available orders which might be included in the shipment. For instance, a truck due to leave at 11.45 a. m. is partially loaded with shipments directed by orders received in the 11 a. m. order delivery. Orders received at the office between 11 a. m. and 11.45 a. m. are not yet at the warehouse. The truck departs on schedule with a partial load, and the ware-

houseman discovers several orders in the 12 o'clock delivery that might have been sent on the noon truck, loading it to capacity—an economical load.

When orders are sent by teletypewriter, the warehouseman is assured that all orders available at the office of the shipper are in his hands at the time of the departure of the scheduled shipment. Orders are received at the warehouse almost up to the time of the departure of scheduled shipments and there is a better chance to fill the truck to capacity without delaying it.

Form Writing

THE form-writing, or "positive drive," teletypewriter provides a sufficient number of copies of the forms for use by the warehouse and the shipper. This, in itself, is an economy for both.

For example, at the sending end there may be invoice, acknowledgment, statistical reference, bookkeeping, the original order, and the salesman's copies; while simultaneously, at the warehouse end, the machine may print a delivery order, original bill of lading, trucking department copy, trucking charges copy, a shipping memorandum, shipping order, warehouse copy, notice of delivery, and a memorandum of shipment.

If the sender wishes to include figures or other information on his copies which he does not wish to appear on the warehouse copies, it can be accomplished by reducing the width of the carbon at the warehouse, or by "blacking out" sections of the warehouse forms.

The advantages to the shipper and the warehouseman of a teletypewriter connection between office and warehouse can be readily grouped.

For the shipping company which is a customer of the public warehouse:

1. It facilitates order writing.
2. It eliminates messenger service.
3. It eliminates telephoning on rush orders.
4. It reduces errors between shipper and warehouseman to a minimum.
5. It insures earliest possible shipment of every order.
6. It speeds the delivery by at least one or two days.
7. It combines into one the several order-writing operations, while at the same time it transmits the order to the point of execution.

For the warehouseman, the advantages are equally impressive. The teletypewriter connection between the warehouse and the shipper—

1. Delivers orders to the warehouse in complete form for handling and shipping.
2. Eliminates order writing at the warehouse end.
3. Delivers a steady stream of orders to the warehouse, eliminating peak loads caused by messenger arrivals.
4. Allows the routing superintendent more facility in routing his truck and railroad shipments.
5. Eliminates entirely any return messenger system from the warehouse to the customer.
6. Allows a more ready check on orders dispatched from the shipper to the warehouse.

Better Use of the Public Warehouse

IN many other cases the installation of teletypewriter systems has worked to the advantage of both distributors and public warehousemen. Some of these installations make possible the extension

of warehouse facilities in an effort to cover a given territory more thoroughly.

A typical case in point is that of a New York City drug distributor whose summer trade was chiefly in the Catskill resort territory. During several summer seasons this distributor noticed a steady falling off in his Catskill trade. Salesmen canvassed the territory every two weeks, and consequent orders supplied the dealers with merchandise supposed to last for the period. Sometimes, however, retailers had to order from the New York office between the salesmen's visits.

A rival concern with a factory in Utica and warehouse space in a city in the Catskill region canvassed the region daily, and daily deliveries were made from the warehouse. Druggists, because of the delay in shipment from New York, switched to the concern which could give more prompt delivery.

In an effort to remedy the situation the New York concern rented warehouse space in the Catskill region and set up a teletypewriter connection between New York headquarters and the warehouse. Orders received from the trade are now teletyped to the warehouse as they are received, and shipments are made promptly

by motor truck. Thus the concern, by extending its warehouse facilities into the middle of the territory and providing a means of instantaneous written communication between the point where orders are received from the retailers and the warehouse shipping point, was able to regain most of the lost trade by offering a speedy warehouse service.

In this connection it can be seen that distance between the warehouse and the company's main office is becoming a negligible factor. As long as the warehouse is located advantageously in the territory which the distributor wishes to cover, it is not necessary to have a branch office in connection with the warehouse facilities. Orders can be received at the home office and transmitted to the public warehouse selected by teletypewriter.

More and more distributors are learning that they can profitably use public warehouses which they had never before thought available. As long as a warehouse is geographically suitable, and has economical transportation facilities, the teletypewriter largely eliminates from the executive's mind the consideration of its remoteness from the point where his orders are received from customers.

Interior Systems

INASMUCH as many warehouses cover a great deal of ground space, the teletypewriter has been adapted also to the need of the large warehouse for a system of interior written intercommunication.

Usually these systems consist of connections between the office and the storerooms, so that orders received at the office may be transmitted quickly and accurately to the warehouse force concerned with loading cars or trucks. These interior systems operate under the same principles as the systems used to connect the outside office with the warehouse, except that they furnish communication inside the organization, rather than communication between the warehouse and a customer.

Orders received at the general warehouse office are set up on the teletypewriter machines and appear simultaneously at the receiving machine located in the storage rooms or shipping office. Here again there are the same advantages. There is no lost time between the receipt of the order and the preparation for shipment. No drivers are kept waiting, and space in cars and trucks is economically used.

Tidewater's Officers Meet in Boston to Discuss Operation of Local Army Base Property

BRINGING to Boston for the first time the officers with whom the operation of the Boston Army Base became connected through the lease of that property to the local organization headed by Gerrit Fort, a staff meeting of the Tidewater Terminals Corporation was held in that city on Oct. 28, at the Algonquin Club. As is well known, the Tidewater Terminals Corporation operates the Army bases in Philadelphia and Norfolk and conducts an inland warehouse in Buffalo. The corporation holds staff meetings in those cities to discuss the business of securing traffic for the terminals. The Boston Tidewater Terminal, Inc., is the latest unit in the chain, under the general presidency of Harvey C. Miller, with headquarters in Philadelphia.

The staff of the organization, which was invited to meet in Boston, went first to the Army Base to inspect the property, and later to the Algonquin Club for a business session and a luncheon.

The party included Harvey C. Miller, president; William M. O'Connor, Brooklyn, superintendent; J. A. Moore, general manager at Norfolk; George W. Green, vice-president and general manager at New York; W. J. Bishop, general superintendent at Buffalo; G. H. Simpson, traffic manager at Norfolk; Captain Henry M. L. Walton, superintendent at Norfolk; Walter B. McKinney, secretary-treasurer at Philadelphia; E. W. Stringfield, traffic manager at Philadelphia; Russel K. Carter, president of the Carter-Thomson Advertising Agency, Philadelphia; E. D. Buckey, superintendent of the lumber division, Philadelphia; R. A. Gerndt, traffic solicitor at New York; R. D. Jones, traffic manager in

Chicago; William H. Patrick, Jr., general freight agent for all the terminals; Charles E. Spangenberg, traffic manager at Buffalo; and H. G. Black, superintendent at Philadelphia.

Boston men who joined the group are Captain W. A. Hindon, general superintendent of the Boston Tidewater Terminal, Inc.; Leo J. Coughlin, general manager of the terminal; J. L. Sullivan, auditor of the terminal; and M. A. Callinan, dock clerk.

In his address before the luncheon group of about fifty invited guests Mr. Miller said "We are going right after business for Boston." He represents a

large organization tying up with the port of Boston, as he is president of the Atlantic Tidewater Terminal in New York, of the Philadelphia Tidewater Terminal, the Norfolk Tidewater Terminal, the Merchants Warehouse Company in Philadelphia, the Keystone Warehouse Company in Buffalo, and, by recent election, of the Boston Tidewater Terminal, Inc.

Gerrit Fort said the luncheon was in celebration of the fact that the efforts of the mayor of Boston, the Maritime Association, the Port Authority and the Chamber of Commerce had culminated in the transfer of the Boston Army Base to private operation.

Milwaukee and Lincoln Firm Continue at Odds Over Taxation

MILWAUKEE, is ready to follow up its "victory" in the United States Supreme Court over the Lincoln Fireproof Warehouse Co., with which it has been in litigation over taxes since 1923, according to an announcement by City Attorney Max Raskin.

Mr. Raskin said that unless the warehouse company, which enjoined the city from collecting taxes on its building at North Third street and West Highland avenue, pays the accumulated taxes, the city will dispose of the land and building at a tax sale. The delinquent taxes, penalties and interest on the building now amount to \$85,577.20.

Walter Gold, attorney for the warehouse company, stated that the city attorney's announcement was premature. He said that another phase of the warehouse tax matter was pending before the State Supreme Court. Mr. Gold said it was his understanding that the injunc-

tion restraining the city from collecting the taxes had not been dissolved.

The warehouse firm refused to pay taxes on its building on the ground that the warehouse was on railroad property and was primarily used for railroad purposes and therefore was subject to taxation at the State rate instead of the local rate. Circuit Judge E. T. Fairchild, now a justice of the State Supreme Court, held with the company but he was reversed by the Supreme Court, which ruled that private warehouses could not evade local taxes by reason of having a site on railroad land. The State Supreme Court decision in effect placed the private warehouses on an equal footing as to local taxes, irrespective of location.

The Lincoln company appealed to the United States Supreme Court, which has ruled that it has no jurisdiction in the case.

FROM THE LEGAL VIEWPOINT

By
LEO T. PARKER

Interstate License Law Is Held Void

CONSIDERABLE discussion has arisen from time to time as to whether a motor truck license law is valid which requires payment of an annual license fee based on weight of truck. This point of the law was reviewed in the recent case of *Prouty v. Coyne*, 55 F. (2d) 289.

The facts are that a State Legislature enacted a law, as follows:

"The following license fee and compensation for the use of the highways shall be paid annually to the county treasurer upon the application for registration or reregistration of a motor vehicle upon the basis of the manufacturer's weight. . . . For all motor trucks, including converted cars, road tractors and truck tractors, upon the basis of their manufacturer's weight of chassis or actual chassis weight, whichever is the greater, as follows."

Then follows a classification of weights from 1500 to 9000 pounds, with license fees graduated from \$15 to \$400.

Certain owners of trucks utilized to transport freight *interstate* filed suit to prevent collection of taxes on the ground the law was unreasonable. It was contended that under this law every truck owner who made four or more trips into the State was unreasonably required to pay an annual license fee equal to that paid by owners who, within the State, operated their vehicles every day. In holding the law void with respect to interstate truck owners, the Court said:

"On behalf of those engaged in interstate commerce, it is urged that this statute is violative of the commerce clause of the United States Constitution, because a fixed flat charge is made against vehicles, graduated according to weight of the vehicle, but regardless of the mileage traveled or the tonnage carried. . . . If applicable to interstate traffic, the tax imposed is without doubt a burden on interstate commerce but that alone will not render it obnoxious to the commerce clause of the Constitution. The State may constitutionally impose a tax burden on interstate commerce as compensation for the use of the public highways, provided the charge is only a reasonable and fair contribution to the expense of construction and maintenance of such highways and of regulating the traffic thereon. . . . In the instant case, it appears that a number of the plaintiffs engaged in interstate commerce make only occasional and infrequent, though

necessary, trips over the South Dakota highways, yet they are required under the statute to pay the same amount of tax, if such trips exceed four in number, as those who may be constantly using the highways. As to those engaged in interstate commerce, the Act must be held to be unconstitutional. . . . As to intrastate commerce, a wider latitude of classification rests with the Legislature. The State may tax the privilege of doing an intrastate business, regardless of whether the charge imposed fairly represents compensation for the use of the highways."

Your Legal Problems

MR. PARKER answers legal questions on warehousing, transfer and automotive affairs.

There is no charge for this service.

Write us your problems. Publication of inquiries and replies gives worth-while information to you and to your fellows in business.

David Company Wins in a Suit for Conversion

THE David Fireproof Storage Warehouses, Chicago, recently won a law suit which had been hanging fire for four years. The case had attracted attention among Chicago warehousemen, because of the large amount originally asked by plaintiff. Suit was first instituted for \$100,000, an unusual sum even in 1928 days of high finance and inflated prices. This amount was later reduced to \$10,000, which defendant contended was about fifteen times the second hand value of the goods. Attorneys for plaintiff were changed twice before the case came to trial.

These facts were practically its only claim to distinction. Otherwise the case was an ordinary suit for conversion, on a storage lot which had been sold for charges according to routine. The lot had been held for seventeen months prior to the advertising for sale and little money had been paid on account. Possibly attorneys for plaintiff brought suit with a settlement in mind, for case was continued a number of times at their request. Conferences were sought to effect

settlement, but the David company had decided from the first to let the case go to trial on its merits. It was finally placed on the passed case calendar, where it rested for a considerable period, until reinstated at request of the plaintiff's third attorney.

Defendant had a good file on this case, with papers in proper order. Changes of address had been correctly entered. Deliveries from lot were shown and receipted for by plaintiff. The seizure of certain items by an installment house was in due form. Registry receipt card for sale notice had good signature. Duplicate copy of sale notice showed itemized statement and also that notice carried the signature of an officer of the company. Lot had been duly advertised and every detail of the sale seemed in perfect order and according to law. This determined the defendant's decision to proceed to trial as a matter of principle and to refuse offers for compromise or settlement.

The issue raised by plaintiff as a basis for the charge of conversion was that an agreement *not to sell* had been entered into between plaintiff and defendant, *subsequent* to the date of sale notice. Defendant's investigations before the trial disclosed no evidence of such an agreement, either in fact or implied, or that there had been any promise whatsoever made to plaintiff after lot was placed in the sale routine.

Testimony by plaintiff sought to prove that a verbal promise was made by a clerk in the warehouse office, whose name or status plaintiff did not know and whom plaintiff was unable to identify in the Court room, although clerk who had talked with plaintiff was present throughout the trial. Any value such testimony might otherwise have had, was nullified by a paragraph in the sales notice received by the plaintiff, reading as follows:

"You are further notified that no extension of time can be granted and that the terms, conditions, time, dates and amounts set forth in this notice cannot be modified by any verbal agreement or in any manner other than in a written agreement, dated subsequent to the date of this notice, properly signed by an officer of this company."

This paragraph, in connection with the facts disclosed on cross examination of plaintiff's witnesses by Louis D. David, attorney for defendant, caused the judge to direct the jury to bring in a verdict of not guilty, when plaintiff had rested his case. Thus a "cause celebre" was ended

summarily. This decision naturally was gratifying to the defendant, but still more gratifying was the closing statement of the Court, expressly ordered to appear in the record, that in the opinion of the Court the defendant company had treated the plaintiff "fairly and equitably."

An Employee Assumes Risk of Employment

THE purpose of workmen's compensation laws is to compensate employees for injuries arising out of and in the course of their employment. However, an injury does not arise out of an employment when the risk is one not fairly contemplated by the agreement of employment, and if an employee goes outside the scope of his employment and incurs a danger of his own choosing and one altogether outside of any reasonable exercise of his employment, he cannot recover compensation or damages in a suit under the common law.

For example, in *Eifler*, 176 N. E. 529, it was disclosed that an employee on a motor truck was run over and killed when he attempted to alight from the truck while it was moving. His dependents filed suit to recover compensation under the workmen's compensation laws. However, as the employee had increased his usual risk by attempting to alight from the moving truck, the Court held the dependents not entitled to compensation, and stated the following important law:

"The claimant voluntarily incurred an added peril not within the contemplation of his contract of service . . . the employee 'attempted to alight from the truck,' 'he was in the act of alighting.' In doing this he voluntarily assumed an added peril which was no part of his employment. . . . If an employee voluntarily incurs a risk not contemplated by his expressed or implied contract of employment, or incidental to it, he is not within the protection of the workmen's compensation laws."

Taxation of Goods in Warehouses

LEGAL EDITOR, *Distribution and Warehousing*: My question involves the right of a State to tax goods in a warehouse. Please make clear the distinction between intrastate and interstate commerce, and whether it is a Federal or a State question. Is there a legal difference in a foreign corporation maintaining its own warehouse space and one using a public warehouse?—*Griffith Warehouse and Storage Co.*

Answer: It seems fairly well established law that a seller is deemed "doing business" when a stock of merchandise is carried in a State and a salesman or other person orders goods shipped from such stock.

With respect to the question whether the situation is different if a seller maintains its own warehouse space in a for-

eign State, or merely uses a public warehouse, it is my opinion that if the seller maintains its own warehouse space and orders goods shipped therefrom it would be "doing business" within the State under ordinary circumstances, whereas if the distribution is taken care of by a public warehouse the seller would not necessarily be doing business within the State, but it would be liable for payment of taxes on goods in such State.

With respect to the distinction between interstate and intrastate business, the former relates exclusively to merchandise which is shipped in continuous sequence from one State into another, whereas goods shipped from one State into another and stopped at any location for any purpose not ordinarily unavoidable becomes an intrastate shipment from such points to other points within the State. The Federal Courts have jurisdiction over interstate questions.

The Legality of Exemption Laws

THE higher Courts have consistently held that a law is valid and enforceable by the terms of which specified property is exempt from sale to secure payment of debts owed by the owner of such property. Also, it is important to know that the right of a State to exempt certain articles from sale to secure payment is firmly fixed in our laws, and none but the strongest reasons would move a Court to hold a law of this nature to be invalid. The latest higher Court case involving this point of the law is *Rieck-McJunkin Co. v. Sachs Co.*, 156 Atl. 748.

In this instance a State law was enacted which exempted certain property from sale or attachment to secure payment of the owner's debts.

A creditor, in a litigation involving this exemption statute, contended the latter was invalid. However, the higher Court held the law valid and enforceable, saying:

"The Act which we are considering should only be declared unconstitutional if such conclusion clearly, palpably, and plainly follows and leaves no doubt or hesitation in our minds."

Suit in County Where Accident Happened

CONSIDERABLE controversy has arisen from time to time as to whether suit by an injured person must be filed in the county in which is located the person or firm that inflicted the injury.

In *Schwartz v. Ogram Trucking Co.*, 242 N. W. 273, it was shown that a State Legislature enacted a law which permitted suit to be filed by an injured person in the county where the accident occurred. A truck owned by a trucking company injured a girl while passing through a county other than the one in which the company was located. Suit was filed by the girl in the county in

which the injury was sustained. In holding this lawful, the Court said:

"An Act, providing for service in an action against an automobile owner in a county other than that where the injury sued for occurred, was held not invalid as a local or special law."

Injured Customer Has Burden of Proof

VARIOUS Courts have held that a warehouse owner is not liable in damages for injuries resulting to a customer unless the testimony indicates clearly that the former or his employees were negligent in producing the thing causing the injury, or that the warehouse owner or his employees had information of the dangerous condition and failed within a reasonable time to repair it.

For illustration, in the recent case of *Torbet v. Wool*, 238 N. W. 140, it was shown that a customer slipped on the floor and was seriously injured. He sued the proprietor to recover damages and contended the injury resulted from the fact that oil placed on the floor had left it in a slippery condition.

During the trial considerable testimony was given by both the proprietor and the injured customer. The latter endeavored to prove that the floor was slippery and oily at the time of the injury, whereas the proprietor introduced testimony showing that on the night prior to the injury an absorbing compound had been sprinkled on the floor and swept therefrom for the purpose of eliminating excess oil.

Although the customer proved that considerable oil existed at the spot where he fell, the higher Court held the proprietor not liable in damages, and stated the following important law:

"There is absolutely no evidence that the defendant [proprietor] had made any pool of oil upon the floor, and there is not a particle of evidence that the condition described by the plaintiff [customer] had existed for one minute prior to his falling. So far as the evidence discloses, the oil (if it was oil) may have been poured on the floor, or leaked on the floor, from a can in the hands of any one of the many people who were conceded in and out during the day, and there was clearly no warrant for permitting the jury to guess upon this question. . . . The defendant had a right to oil its floors in the usual way. No negligence could be predicated upon that, and unless it permitted pools of oil to form, it would not be liable simply because some one happened to slip upon an oiled spot, unless it had some notice of its dangerous condition."

Intoxication Ends Right of Compensation

MANY Courts have held that an employee who is injured while intoxicated is not entitled to recover damages under common law, nor compensation under the State law. So held a higher

Court in the case of *King v. Alabama's Freight Co.*, 298 Pac. 634.

The facts of this case are that a truck driver was frozen to death. His dependents applied for compensation, under a State compensation law which is very broad, and provides:

"Every employee . . . who is injured, and the dependents of every such employee who is killed, by accident arising out of and in the course of his employment, wheresoever such injury has occurred, unless purposely self-inflicted, shall be entitled to receive . . . such compensation."

The only non-compensable injury, therefore, was one purposely self-inflicted by the workman. For this reason the higher Court refused to allow compensation, and said:

"However, any employee, who drinks intoxicating liquor to such an extent that he can no longer follow his employment, abandons it and is not entitled to compensation for an injury received while in that condition because in that event the accident causing the injury would not arise out of and in the course of his employment."

Consignment Avoids Bankruptcy

THE general rule is that where a purchaser receives merchandise which he may return to the seller or keep and pay therefor in money, the transaction amounts to a sale and not to a bailment. However, this rule is not applicable to consignments for sale. The law is that the owner of goods may consign them to an agent for sale without creating the relation of buyer and seller between the parties.

For instance, in *Ross v. H. Michaelyan, Inc.*, 57 F. (2d) 674, it was disclosed that a seller consigned rugs to a dealer who agreed to pay for them only after he had sold them.

Later the dealer became bankrupt and suit was filed by the seller to recover possession of the goods. It was contended that the seller could not legally recover the goods but that he must accept payments on the same basis as other creditors. However, the higher Court held otherwise, saying:

"The agency to sell and return the proceeds, or the specific goods if not sold . . . does not involve a change of title."

Tenant's Failure to Pay Rent

GENERALLY speaking, delay of a tenant in complaining of a defect in a lease, or his failure to pay the agreed rental, will estop him from obtaining relief in a later litigation involving the lease with the owner of a warehouse building. In other words, complaints should always be filed promptly; otherwise a tenant is duty bound to pay the rental in accordance with the terms of the lease contract.

For example, in *Johnston v. National*,

134 So. 369, it was disclosed that a property owner leased property to a lessee who agreed to pay a minimum rental of \$250 a month to preserve the lease. The lessee failed to pay rentals, and in later litigation the Court held that failure to pay rent estopped him from objecting to defects in the lease contract.

Injuries Within the Scope of Employment

GENERALLY speaking, injuries sustained by a warehouse employee while driving his own automobile for his own personal use are not compensable as arising out of the scope of the employment.

For instance, in *Indemnity Ins. Co. of North America v. Voehl*, 58 F. (2d) 1074, it was shown that the manager of a warehouse was seriously injured while driving his own automobile from his home to the warehouse for the purpose of securing ashes and other trash for his own use. He intended, when obtaining the ashes and trash, to perform some cleaning operations at the warehouse.

He filed suit to recover compensation for the injury, contending he did not go to the warehouse solely for his own benefit, but also to clean up some trash which had accumulated there and which he intended to take to his own home.

Nevertheless the higher Court refused to allow compensation to the employee, saying:

"The evidence clearly established, we think, that the purpose of the trip on the Sunday morning of the accident was to procure a load of ashes for Voehl's [manager's] personal use, and that, if in fact he intended to remove some trash, this was merely incidental to the general purpose for which the trip was made. Voehl at the time and place of the injury was not performing any duty in the course of his employment. The cause of the accident was a defect in his own automobile over which the employer had no control and in which he was driving at the time without any order from his employer."

The Validity of a Lease Contract

IT is well established law that every lease contract must be founded on a valid consideration. The generally accepted definition of a valid consideration is (1) benefit to the party promising or (2) a loss or detriment to the party to whom the promise is made.

Therefore, where a property owner rents a warehouse at a stated price per month, with a provision in the contract that the tenant may "at any time during the period of the lease" convert the structure into a building suitable for mercantile purposes, such a contract is valid because it is based on valid consideration.

For illustration, in *Martin v. Deaton*, 162 S. E. 399, the testimony disclosed that the owner of a building and a tenant entered into a lease contract which con-

tained a clause permitting the tenant to remodel the building and make it suitable for mercantile purposes.

Later the tenant decided to convert the building for mercantile purposes. The owner filed suit to prevent the change and proved that the only reason the tenant decided to remodel the building was because he desired to eliminate competition. However, the higher Court held the lease contract valid and enforceable, and said:

"Under the terms of the lease involved in this case, the lessee had the absolute right at any time during the continuance of his lease to convert the building into one suitable for mercantile purposes . . . and the lessee accordingly had the absolute right to convert the building as provided by the terms of the agreement, and his exercise of such right could not be regarded as an act done in bad faith, such as would give ground to an action in tort for damages."

When the Sheriff Attaches Goods

LEGAL EDITOR, *Distribution and Warehousing*: From time to time we experience considerable trouble in collecting our charges on goods placed in storage and subsequently attached by the sheriff. While we realize that our trouble is of a local nature, yet we are led to believe that similar conditions exist in other States. It is our desire to ascertain if possible what steps warehousemen take in other States, particularly New York and Illinois, to protect their charges.

Ordinarily, when the sheriff appoints a custodian to keep and care for attached property, he is liable, either under his expressed contract or for a reasonable compensation, and the custodian cannot look to the plaintiff in the action. The uniform warehouse Act, which has been adopted in this State [Alabama] gives a warehouseman a lien on the goods for his charges, but, as we understand, this lien is not prior to that of the landlord, nor the party holding title to the goods, when such goods have been stored without his knowledge and consent. Any information that you can furnish will receive our grateful appreciation.—*Harris Transfer & Warehouse Co.*

Answer: Generally speaking, the Courts have held that a warehouseman is entitled to a lien for storage charges for goods placed in his warehouse without knowledge on the part of the warehouseman that a landlord has a lien, unless the landlord's lien is properly recorded and on record. Obviously, if the warehouseman has knowledge of the landlord's lien, the warehouseman's lien is not prior thereto, because knowledge of a prior lien on the part of a warehouseman has the same legal effect as where a valid lien, such as a chattel mortgage or a conditional contract of sale, is properly recorded. Ordinarily, it seems that where a sheriff orders goods stored in a warehouse he is personally liable for the storage charges, if the value of the goods is

insufficient to satisfy the warehouseman's bill.

It is good practice for all warehousemen to obtain an affidavit from private owners of stored goods, such as household articles, to the effect that such goods are not encumbered with a prior lien. In this manner the warehouseman is likely to receive information regarding any liens, of which the owner has knowledge, whereas without necessity of an affidavit on the part of the owner the latter is likely in many instances to fail giving information to the warehouseman regarding such liens.

"Common Carrier" **—What Is One?**

LEGAL EDITOR, *Distribution and Warehousing*: Would you kindly inform us just what a "common carrier" is, and if we would be considered as such?—*Sam Gottry Carting Company*.

Answer: Various Courts have held that a trucking or carting company is a private carrier and not required to obtain a certificate from the public utilities commission to carry on its business if it hauls under an exclusive contract for one or two firms, or if it occasionally does incidental hauling.

On the other hand the Courts hold that a firm which hauls for a large number

of patrons is legally a common carrier and required to obtain a permit to carry on its business, providing it accepts business from all who desire that particular kind of hauling done.

In other words, where hauling is being done for many different firms it is classified as a common carrier, and required to apply for permission to operate.

An example of this law is found in a recent case (174 N. E. 1), in which a company has been in the trucking business for several years, and utilizes four motor trucks. Although it did not advertise for either local or long distance business, it was at all times ready to serve the public. The Court held this firm to be a common carrier.

In (266 U. S. 577), the Supreme Court held that a trucking company which contracts to haul exclusively for one or more firms is a private carrier and not required to obtain a certificate; but in 222 N. W. 718 the Court held that a motor truck owner who entered into contracts to transport goods for various and regular customers was a common carrier.

Selling Goods **for Charges**

LEGAL EDITOR, *Distribution and Warehousing*: We have been storing goods for the account of various transfer

companies, issuing the warehouse receipts in the name of the transfer company, for the account of their customers. The warehouse receipt is issued, however, to the transfer company, and they in turn issue their own warehouse receipt to their customer.

We shall be pleased to have you advise us as to the manner of proceeding with a sale of such goods for delinquent storage charges. We are unable to determine our legal responsibilities in this connection and shall be grateful if you will advise us if goods so stored could be sold for delinquent charges in the usual manner.

—*American Storage Company*.

Answer: It is my opinion that, under the circumstances, you are entitled to sue and recover storage charges due you from the transfer company and that the latter should recover from their customers. I have arrived at this opinion because, as I understand your inquiry, you accept goods for storage from the transfer company and that you have no direct contact or contract with the owners. In other words, if your agreement is with the transfer company you can demand it to pay for your services; and, as the transfer company has contracted with the customer, the transfer company should collect its charges due from the customer.

Little Urges Clarification of "Value" Clause in Proposed Warehouse Receipt in Texas

IN connection with the Texas warehouse receipt story published in the November *Distribution and Warehousing*—explaining that the warehouse division of the Texas Department of Agriculture had worked out and submitted a proposed standard form of document for use by public merchandise warehouse firms in Texas—Wilson V. Little, Chicago, general secretary of the American Warehousemen's Association, has suggested a change in the text on the face of the proposed Texas receipt.

In a letter written in November to E. D. Balcom, Dallas, chairman of the law and legislative committee of the Texas-Southwest Warehouse and Transfermen's Association, Mr. Little urged that "Value per Unit as Stated by the Depositor" be substituted for "Value" on the document's face.

"On page 26 of the November, 1932, issue of *Distribution and Warehousing*," Mr. Little wrote Mr. Balcom, "is a presentation of what is going on in your State with respect to a standard form of warehouse receipt.

"It appears that this new receipt form follows very closely the standard form of negotiable receipt promulgated by the American Warehousemen's Association.

"The new form, however, calls for a statement of the value of the packages covered by the receipt. As to this, I think that the word 'Value' should be qualified somewhat. In the first place the ware-

houseman does not want to be liable for the value that is stated on the receipt when it has been executed. Should not you see that instead of the word 'Value' by itself being used, it should be clearly set forth that the value stated is the value that has been placed on the merchandise by the depositor?"

"Furthermore, will the value be stated as of a single package or will it be the aggregate value of the package of a given mark, brand or variety?"

"I can see that when the value is set forth there may be a misunderstanding in some cases as to whether it is the aggregate value of the number of packages stored or the value of an individual unit.

"How would it do to say 'Value per Unit as Stated by the Depositor,' instead of just the word 'Value' by itself? . . .

"I trust that it will be specified that the negotiable warehouse receipt that Mr. Shackleford [L. L. Shackleford, chief of the Texas warehouse division] sponsors is to be printed always on a blue paper stock and that the non-negotiable form is to be printed on white paper. When the AWA promulgated its standard forms in cooperation with the Department of Commerce, banks, bankers, warehouse users, etc., it was specified that the negotiable receipt should be printed on blue paper and the non-negotiable on white paper. The idea was that when a banker or other person got hold of a warehouse

receipt that was printed on blue paper it would serve to draw his attention immediately to the fact that this document was probably a negotiable warehouse receipt.

"In other words, just as the 'order' bill of lading is always printed on yellow paper to designate its negotiable nature, so custom now decrees that the negotiable warehouse receipt should be printed on blue paper."

In the article in the November *Distribution and Warehousing* the face of Mr. Shackleford's proposed form of negotiable receipt was illustrated. It should be explained here that the cut was made from a typewritten copy, and not from a printed copy. This explanation is proffered for the reason that Mr. Little in his letter to Mr. Balcom called attention to the word "advances" in the so-called lien clause in the lower right-hand portion of the receipt which *Distribution and Warehousing* illustrated. Mr. Little pointed out that this probably was a typographical error—that the word "advanced" was intended, instead of "advances." Thus the so-called lien clause would, as corrected, read:

"John Doe Storage Co. claims a lien for all lawful charges and preservation of the goods, also for all lawful claims for money advanced, interest, insurance, transportation, labor, cooperage and other charges and expenses in relation to such goods."

H. A. HARING'S

Developing New Business for Warehouses

No. 85

High-Priced
Household Specialties

AMONG the industries which have forged steadily ahead since 1929, during this period of depression, the most notable are those which manufacture "household specialties" of the sort that reduce the cost of operating the home or save labor in domestic tasks. A handful of these products have managed to chalk up even higher sales volume than three years ago had been possible.

The leader of this group of household specialties has been the domestic oil burner, for which sales have mounted each year.

The mechanical refrigerator, chiefly electrical but also gas and kerosene, has run a close second, with sales scarcely under the peak of 1928 and showing a nice increase in 1931 over 1930.

Third place, for holding its own, has gone to the domestic washing machine either with or without a dry-cleaning attachment.

Fourth place, throughout the Central States and the Mid-West where bituminous coal is generally used for home heating, has been captured by the domestic stoker for the furnace.

And, not to be outdone, our new "infant industry" known as "air conditioning" has broken into the market with a whirlwind volume of sales.

These products have gone directly contrary to the general trend of business. Individual manufacturers have sold more, not less, than in previous years. The curve of sales continues to rise; and the manufacturers fondly expect unheard of demand just as soon as buying power of the people shows a favorable turn.

HOUSEHOLD specialties for which the "key dealer" is displacing the branch house include the following products:

Refrigerators.
Oil burners.
Domestic stokers.
Washing machines.
Domestic dry cleaning equipment.
Air conditioning equipment.
Electric ranges.
Gas stoves.
Humidifiers.
Noise eliminator equipment.
Water softening apparatus.
Automatic draft controls.
275-gallon tanks for inside basement storage of oil.
Domestic dish-washing equipment.
Vacuum cleaners.

All of these are relatively costly items. The latest compiled statistics are those for 1931. In that period of twelve months some of these specialties were able to sell the American housewife to this extent:

	Units
Domestic oil burners.....	103,997
Vacuum cleaners.....	686,648
Domestic dish-washers.....	12,000
Ironing machines.....	80,000
Electric ranges.....	115,000

	Units
Mechanical refrigerators.....	900,000
Washing machines.....	812,000
Domestic coal stokers.....	8,596
Gas-fired furnaces.....	34,495

To make each of these sales, the manufacturer found it necessary to bring about a demonstration of the equipment, installation, and an assurance that servicing will be available in emergency. Many customers purchase through a department store or by mail, these being those individuals who are mechanical by nature and who are willing to give the time to tinker for themselves. Inasmuch, however, as 83 per cent of the sales contemplate that the woman of the home will operate the equipment, the ordinary manufacturer is obliged to organize his sales agency with due provision for servicing after installation.

The Factory Branch

ALMOST without exception the household specialty of this type is first marketed through a branch of the factory. When it is new, and before the

None the less, these manufacturers have faced difficult problems of cost. Having overcome the engineering and manufacturing obstacles to a perfect product, they have, each and all, encountered equally harassing conditions in the marketing of the goods.

"It is possible to sell anything," is the favorite remark of a friend of mine who is vice-president of a famous publishing house, "if you'll spend enough to do it, but the business man is interested only in the thing he can sell at a profit."

Yes, that's the rub. "To sell" is one thing; to sell "at a profit," quite another.

Therefore these manufacturers, even with a successful product to market, have given careful study to their selling. Each of them knows that his easiest sales have been the first ones; that the cream of prospects, who can buy anything their fancy suggests, is quickly skimmed from any market; that each 100 units sold in the future will require more advertising and more salesmanship than the previous 100. Competition, also, will become more bitter, because rival makers are eager to grab a promising item, they being perfectly willing to "assemble" imitation goods for department stores and mail-order houses and chain stores.

And, most of all, these manufacturers know that as their selling moves from the ten biggest cities out into "the United States" the cost will rise.

Just here is their hardest problem, and, for this reason, the branch house is being displayed by another sort of selling—through "key dealers" and "specialty distributors."

public demand is whetted by advertising and first-hand experience with the product, no one but the manufacturer will undertake the high cost of selling. Initial sales are too costly for any dealer to dare the attempt.

First sales, too, are concentrated in the big cities. Here lies the most dense market, easily controlled from one center and easily covered with newspaper advertising. One-third of the oil burners now in use, as one illustration, have been sold in 10 metropolitan markets. Timken reports that 51 per cent of its sales went into New York in 1931. In only eleven cities have the sales of oil burners exceeded 1,000 units a year.

With mechanical refrigerators the same holds true. In 68 metropolitan cities have been sold 83.2 per cent of these refrigerators; and even in 1932 the market of Greater New York absorbed 41 per cent of the entire output of a leading maker (as told me by the manager of sales).

For the new infant, air conditioning,

the only sales of consequence up to the present time have been in the large cities. General Electric has announced the setting up of factory sales agencies in 25 cities, but, so far as I have been able to learn, no competitor has anything like such a number of factory branches. Actual sales, according to the best estimate available, have been almost confined to the markets lying about New York, Boston and Philadelphia, with probably 75 per cent of the installations inside those areas.

For initial selling of such a product the manufacturer lacks dealers who can do the right sort of job. The manufacturer's only recourse is to cover the major markets himself, through some form of branch house. Only thus can he puncture the richest markets, where prospective customers are most numerous.

The expense is heavy. This is the reason why only the strongest of corporations ever attempt to extend the branch house into all markets.

The cost of establishing a branch sales house—for a refrigerator or oil burner or air conditioning equipment—is not less than a quarter of a million dollars in any one of our six largest cities. For another group of cities—say another six so as to launch the product in the first twelve cities—each branch will cost upward of \$100,000.

More even than the cost, is the problem of finding the "man power" competent to make the branch succeed. Anyone can hire salesmen and thousands of them beg for the job, but the organization and training of men who can actually introduce a new product to a skeptical world is exceedingly costly. Only the larger, and better financed, manufacturers have found it possible to follow this method of selling their goods outside a small number of cities. Of those which have used branches, only a few have found them profitable in themselves, although they have been a necessary step to introduce the new product.

Therefore it may be stated that the factory sales branch is in the larger metropolitan district. Very, very few manufacturers have ventured to enter all markets in this manner.

For other markets some form of "distributor" becomes necessary. And, copying the terminology of the building supplies trades, these "distributors" are usually called "key dealers." The "key dealer" represents the factory as a jobber of the line, but, within his own city, he does one thing more. He is himself a retailer, and, to that extent, competes with other retailers to whom he wholesales the goods. The measures adopted to keep this competition "fair" and thoroughly "ethical" are many, but to describe them does not enter our present purpose.

Other manufacturers job their product through "distributors" who are not retailers. They are jobbers pure and simple, with the exception that they handle only one or a limited group of items. They are "specialty" jobbers.

Whether the method is that of the "key

dealer" or the "specialty distributor" the work to be done is always the same. It is necessary to find retailers, stock them with the goods, aid them with their advertising, and show them how to sell. The manufacturer, either through direct factory representatives or through the distributor, usually gives some sort of training to the retailer's salesmen.

This, then, is the sales set-up for the household specialty. A factory sales branch operates in the larger metropolitan markets; some form of distributor stands between the factory and the retailer for the balance of the country. Exceptions of course occur. A few manufacturers deal with each retailer directly; a very few organize factory branches in every market. But, with due remembering of these exceptions, the other is the ordinary plan of reaching the market.

Stocking Goods

THESE "key dealers" are allowed the wholesalers' discount on the goods. That margin is supposed to cover their cost of handling the product and supervising the dealerships. The custom of consigned stocks with these distributors is gaining, as for oil burners with Timken, but here again is an exception to the usual procedure. Ordinarily the manufacturer expects the distributor to carry an ample stock and to finance it with his own money.

In the automobile industry the finance companies which discount the installment notes of car owners also do "wholesale financing," by which is meant that they supply capital for the dealer so that he may pay cash to the factory for motor cars. Inasmuch as nearly all the household specialties may be marketed on deferred payments a similar plan of "wholesale financing" has developed with these specialties. Where it does occur, the plan is offered also to the distributors. Under this scheme, the finance companies demand that a stock of goods shall be "trusted" or each unit labeled or warehoused so that it is shielded from ordinary debts of the dealer, or the distributor, as the case may be. The finance companies are unwilling to make the loan without putting the goods into custodianship of some "third party."

Until about two years ago these manufacturers enjoyed such bounding sales that the total of stocks in hands of distributors did not bother them. Their product moved into consumption at a rapid pace.

Now, however, with a host of competing factories turning out the same sort of goods, the piling up of unsold product has become an item to be reckoned with.

Yet the manufacturers dislike to carry heavy stocks in their own names. Their accounting departments yell "loud and often," about local taxes for spot stocks, and their legal departments talk threateningly about the "foreign corporation laws" or the "laws for doing business in other States." The sales department, pressed between these two crepe-hanging brothers, is compelled to pass on the title

to the goods to the distributor. The result is that a great change has come into the treatment, by these manufacturers, of their key dealers or distributors.

One device was originated by a refrigerator maker. It is now in effect with dozens in that trade and in the other specialties such as we have named. It is simple and it seems to be effective.

The distributor is offered an "extra 5 per cent" discount for "warehousing the goods." In return for this 5 per cent he is obliged to have on hand at all times a minimum of 100 complete units of the product. By increasing this minimum to 200 units he can step up the extra discount to 7½ per cent; and, with one manufacturer, 300 units will raise the discount yet higher—to 10 per cent.

The extra discount covers, however, more than merely storing the goods. The distributor, in order to earn this discount, is required also to do minor reconditioning of the goods, such as retouching the enamel and replacing tiny damage that comes in transportation. Few refrigerators, for example, even when shipped in carloads, arrive at destination without scratches and minor marks which render them unfit for delivery to a customer. The reconditioning, to this extent, is included in the allowance for "warehousing."

Opportunity for Warehousing

THE offer of a special discount for "warehousing" is a deliberate suggestion to the distributor that he put the goods in a public warehouse. Anything he can save within the allowance is clear gain.

The allowance is ample for that purpose.

One "key dealer" tells me that a fire drove him to the public warehouse. While he was arranging to rebuild, two carloads arrived from the factory; in desperation he put them into a warehouse. This was done without preliminary arrangements as to rates; but, next day, the warehouseman's representative called and in naming a rate quoted a price that was surprisingly low (to the distributor's way of thinking). And, out of that and succeeding interviews, the distributor rebuilt only his display room, offices and repair department. He made no provision for storing.

"I saved on my investment," said he as he recounted the experience, "and that's the same as cutting down the rent. I let two men go from the shipping department, because one now does the work of the three of them."

"And then at the end of the first three months I stumbled onto another saving. The quarter's inventory was in balance! . . ."

"Don't you know what that means? Why, man, we were short two or three units every quarter when we tallied the stock. . . . Where'd they go? Don't ask me! I never could find out, but they'd always show up missing."

It is the experience of this distributor, who does business in Baltimore, that he is able to save in his own operating costs

more than he pays the warehouseman. His "extra 7½ per cent" (for he carries a minimum of 200 units) is profit!

This is an unusual case, because the distributor is able to compare costs before with those after. His fire proved to be quite a blessing in this respect!

For the warehousing industry, the important thing to learn from these household specialties is that, outside the dozen largest cities, the ordinary way to sell is to distribute through "key dealers" or local "distributors" who specialize on the product.

As these specialties spread out over this country and Canada with the first up-swing of business, "key dealers" will spring up in some 280 marketing centers.

Each of them will be expected to stock the goods, but in few instances will he be able to pay for them.

The manufacturer will then show him how to provide himself with cash through borrowing from a finance company; but that concern, in turn, will demand "third party" control of the goods.

To warehouse them, as automobiles are warehoused, is the simple and obvious way to this end.

A few months ago a certain warehouseman, doing business in a city of 60,000 or 70,000 population, met me on the street in Cleveland. Our talk turned on new business for warehouses, as so

often it is apt to do, and he asked me:

"How can I get the Westinghouse refrigerator account? They're doing a nice business in our territory but my letters bring me nothing but silence. While I'm here I'd like to go down to Pittsburgh and see them."

He was then told that Westinghouse's factory at Mansfield was the proper point of attack—not Pittsburgh; and, to help matters along, I offered to telephone to Mansfield to ascertain the lay of the land.

This I did.

"Tell Mr. Warehouseman," came the reply from Westinghouse, "not to bother coming down here. There's not the ghost of a chance of our ever spotting a stock in his city. For a market of that size we do not stock, for our own account. We distribute through a key dealer, named, who is under contract to carry 100 refrigerators as a rock-bottom stock. Tell Mr. Warehouseman to get in his work right at home with our distributor."

And, once more, it was the old, old story:

"The best business prospects are in your own city, not five hundred miles away."

This warehouseman took the hint, went to work to sell the warehousing idea to a fellow Mason and fellow townsman whom

he had known for a lifetime. He had to prove—not "guess" or bluff or "estimate," but *prove*—that 100 refrigerators stored in his warehouse would save the distributor money year in and year out.

He did and he got the account. No danger that a competing local warehouse will twist that account out of the house!

And, here's the sequel, which I quote from his letter to me about the middle of September:

"It was an eye opener. That same distributor represents Standard Sanitary Company, Hoover, and one of the new distillate range burners. He has them all on the same basis. They are all warehoused with us. I sold him our warehouse service for the whole ball of wax. That's four new accounts, good ones to boot, in seven months."

For other warehousemen a similar result is possible.

In one sense the finest part of getting these "household specialties" for the warehouse is that the accounts are controlled in your own city instead of lying at the far end of a night's travel.

The "key dealer" is a man whom you know, living in your home city, and he will say the final "Yes" or "No," and he will say it with his own money.

If you make good with him, the business is securely booked for your warehouse.

U. S. District Court Rules Philadelphia "Independents" May Sue Under Sherman Act

INDEPENDENT warehousing concerns of Philadelphia won another point in their long struggle against the Pennsylvania Railroad Co. and the Merchants Warehouse Co. when, on Nov. 2, Judge O. B. Dickinson in United States District Court gave two of the independents—the Terminal Warehouse Co. and the Bailey Warehouses—the right to a jury trial of their \$6,000,000 damage claim against the railroad and the Merchants company. The Terminal company's claim is for \$4,500,000 and that of Walter A. Bailey, who trades as the Bailey Warehouses, is for \$1,500,000. A petition to dismiss the suits had been filed on Oct. 24 by attorneys for the railroad and the Merchants company.

The complainants' claims are an aftermath of the decision by the United States Supreme Court, some months ago, that the forty-year policy of the Pennsylvania Railroad in granting "special allowances" to the Merchants Warehouse Co. for the handling of carload package freight was illegal and contrary to the interstate commerce law.

Equally important with the granting of a jury trial by Judge Dickinson was his ruling in the case that the complainant companies not only have the right to invoke the help of the Interstate Commerce Commission, but may sue for damages under the Sherman anti-trust law for any harm that may come to their business.

More than a year ago the complainant companies mentioned and other independent warehouse operators caused the dis-

continuance of payments by the Pennsylvania Railroad Co., the Baltimore & Ohio Railroad Co. and the Reading Co. to the Merchants Warehouse Co., the Philadelphia Cold Storage Co. and the Pennsylvania Warehousing and Safe Deposit Co. for loading and unloading carload package freight under contracts with the carriers. This suit was carried up to the United States Supreme Court after decision by the Interstate Commerce Commission.

Dismissal Plea

John Hampton Barnes and Owen J. Wister, attorneys for the Pennsylvania Railroad Co., and M. Hampton Todd, former attorney-general of Pennsylvania, counsel for the Merchants Warehouse Co., asked for dismissal of the suit on the ground that the plaintiffs had no cause for action, inasmuch as the United States Supreme Court had held the contracts with the railroad were illegal under the Interstate Commerce Act; that their claims for reparation had been denied by the Interstate Commerce Commission and that therefore they could not bring suit under the Sherman Anti-Trust Act. The railroad and Merchants company attorneys further contended that the general warehousing business in Philadelphia is local and is neither commerce nor interstate commerce; that the business of the railroad and the Merchants company is complementary and not competing and that the arrangement between the carrier and the warehouse had no direct effect upon interstate com-

merce and is not, therefore, subject to the Sherman Act.

Thomas Raeburn White and John J. Hickey, attorneys for the plaintiffs, maintained that the complainants' claims were based on violation of the Sherman Act, which prohibits monopolies and restraint of trade. The Terminal and Bailey attorneys stated also that the plaintiffs had suffered great loss and damage through the granting of the "special allowances" by the railroad to the Merchants company for the handling of the carload package freight.

Judge Dickinson, in his decision, said in part:

"We see a well-defined difference between the commerce Act and the Sherman Act. They have different objectives. The former is aimed at control of the carriers to the end that they may not exact excessive rate charges; the latter is aimed at those who would restrain or monopolize commerce.

"It is true that the forbidden thing in the former may, and we assume always would, tend to interrupt or diminish the flow of commerce, although it is conceivable that it might not. The forbidden thing in the latter is the restraint, or monopoly, of commerce."

After citing other decisions by Courts on restraint of trade, Judge Dickinson added:

"The conclusion reached is that the plaintiff may resort to the Sherman Act for redress of the injury to his trade."

No time was set for the trial of the suits.

MOTOR FREIGHT and

Reg. U. S. Patent Office

Department Conducted

New Highways Call for Modern Truck Design

Obsolete Equipment
Not Profitable

IT is not so long ago that the mere mention of motor freight engaging in hauls beyond the State lines was immediately the object of scorn and ridicule.

Today, the pioneers of long distance hauling are predicting even more distant movements on regular schedules, basing their opinions purely on the basis of improvements certain to come in motor truck design.

A great measure of the long motor freight haul development as it exists today may be traced to the time when full-forced feed lubrication in engines became general and when other improvements in design were developed to make possible sustained speeds over long routes.

Up to then, making time on a run of any great length was merely flirting with trouble. Consequently, long distance hauling from a time standpoint was apt to be unprofitable, as it indeed was in most instances.

It is true, however, that although there is great merit

in the predictions of improved designs, the real motivating force for the promotion of longer freight hauls will be better and faster highways.

Even today, the recently built highways make possible fast delivery schedules, between cities far apart, that few freight operators with their obsolete equipment can hardly expect to maintain. Only those with the latest and most modern in truck design can take real advantage of the road conditions now offered.

Of the 150,000 trucks operated by readers of *Distribution and Warehousing*, fully 20 per cent were purchased six years ago or longer. And of all these vehicles, a good proportion represents models existing in 1918 up to 1920.

It is quite certain that, however satisfactory the operation of these older vehicles may be, their cost through parts replacements and obsolescent design is sufficiently high to have warranted scrapping them some time ago.

AS trucks get older, their maintenance costs become greater—until a time is reached when it is cheaper to get rid of these vehicles and purchase new ones. A major consideration on this question of vehicle replacement is obsolescence in design. And in that regard must be considered such questions as roads, loads, speed requirements, safety, and competition.

We have already discussed the road question. On loads, it is quite evident that, as more general acceptance of motor freight for long hauls develops, it will automatically bring with it a demand for larger wholesale loads; something as commensurate as that offered by rail.

Many of the motor freight operators have attempted meeting this demand by overloading. Others have more wisely placed in operation 4-wheel and 6-wheel trailers or 6-wheel trucks.

What the future holds forth for the use of trailers is in the hands of the State legislatures to decide, but it is confidently expected that through the intervention of State associations, etc., no real harm will be done.

Truck speed is largely one that good judgment in scheduling can keep within

reasonable bounds. Sometimes, and in most cases, holding a contract demands a top speed the full length of the route, with little time for stop-overs.

Such close scheduling not only requires vehicles that are in top-notch condition, capable of getting to the delivery point in the least possible time, but service facilities along the route—facilities that are at no time so far from the route that in the event of trouble undue time will be lost in getting under way.

The modern motor freight operator is actually thinking along the lines already outlined in this article. He has practically gaited or keyed his organization up to rail-express service.

As a result, the next question—namely, safety—looms large as a factor in the success of such an operation. Safety covers many points, all of them so well known to truck operators in general that it seems almost unnecessary to discuss them; yet when they are considered under the heading of vehicle design, there

is certainly an unlimited field to be covered. And in that respect it is quite evident that a goodly portion of the antiquated vehicles now being used will be brought up for a lively discussion.

Vehicles are rendered obsolete or antiquated not only by their design and specifications but by being forced into work for which they are unsuited. A lot of them are under-powered, etc., or their bodies or the mounting of bodies are wholly unsuited for economical haulage of goods. In addition, many of the chassis parts which have been under constant stress and strain for a long time have reached the limit of their useful life and are consequently at a point when they should be replaced by new ones. Quite frequently such parts fracture on the road and cause accidents.

Alert freight haulers realize that poor equipment not only eats up profits but provides an entering wedge for competitors with equipment which is reliable and capable of giving modern service.

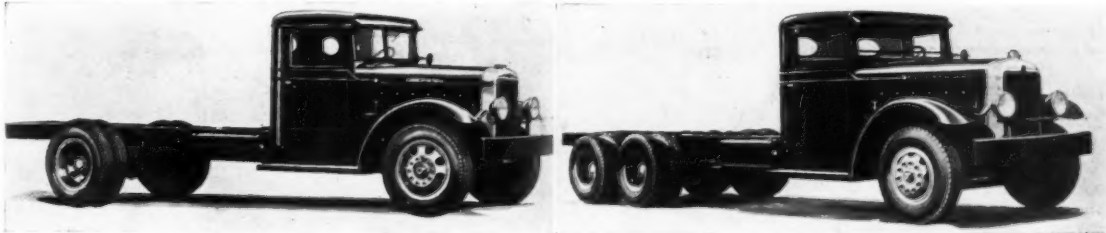
Competition, after all, is the backbone of all effort. In the motor freight field, those operators who are really succeeding are the ones who are competing with you on the basis of modern hauling.

When you ship goods to a fellow warehouseman use the Monthly Directory of Warehouses.

TRANSPORTATION

by F. Eugene Spooner

General Motors Announces Two New Super-Heavy Models



ILLUSTRATED herewith are two new units announced by the General Motors Truck Company, Detroit—Model T-110 and Model T-130, with straight ratings of 40,000 and 50,000 pounds respectively. The gross weight ratings provide a capacity range of from 8 to 10 tons payload on the T-110, and from 12 to 15 tons payload on the T-130, depending on body weight and tire capacity. These two trucks extend General Motors activity in the super-heavy duty field.

T-110 is a 4-wheel unit equipped with a full-floating double-reduction type rear axle. T-130 is a 6-wheeler having dual

rear axles of the heavy duty worm-drive full-floating tandem type, with inter-axle differential. Equal division of load between the four sets of driving wheels is assured by equalizing beams and balanced spring suspension.

Each model is powered with the G.M.T. 616 6-cylinder valve-in-head engine with S.A.E. rating of 57.04 h.p. Amidship-type auxiliary transmission with wide under-and-over drive is standard and in combination with the main transmission provides 12 speeds forward and 3 reverse. Straight channel type frames are reinforced with stress absorbers which dis-

tribute the frame stress at back of cab over a large area, eliminating tendency toward frame buckling; these frames are especially adapted to accommodate the many wheelbase lengths required in heavy duty trucks of this class. Both models are equipped with entirely independent service and hand brakes; and spoksteel 10-stud wheels, demountable at hub, with rims integral with wheel disc. A variety of standard tires available at various recommended gross weights permits accurate fitting of chassis to work required.

Eight Texas Railroads Ask I.C.C. for Exemption from Emergency Rate Increases

DISTRIBUTION AND WAREHOUSING'S
Washington Bureau,
1157 National Press Building

APPREHENSIVE over the possibility that truck carriers and rail-truck combinations will make deeper inroads in their business, eight Texas railroads have asked to be exempted from the order of the Interstate Commerce Commission applying emergency 15 per cent freight rate increases.

The roads petitioned the Commission to relieve them from placing the higher scale into effect on less-than-carload intra-State traffic on the ground that the effect would be diversion of shipments to services of competing rail and independent motor carriers. Texas, in company with a number of other States, at first demurred from the I. C. C. order as far as increases in intra-State traffic was concerned.

Neither the I. C. C. order nor that of the Texas Commission reached combination rail-and-motor pick-up and delivery lines, but in similar cases five other States advanced the rail rates when the Commission advised them that their

Bulletin

Reopening of the Texas case was ordered by the Interstate Commerce Commission as this issue of *Distribution and Warehousing* went to press. The Commission rescinded increases in intra-state rates on less-than-carload traffic on complaint of railroads that the action resulted in unjust discrimination, and ordered further hearings. No date for reopening of the proceedings had been set when this issue went to press.

—W. B. F.

failure to do so was discriminatory. The Texas agency fell in line in this connection, prompting the storm of protest from railroads operating within the boundaries of that State.

The less-than-carload shipment situation was described in the petition for exemption as "a matter of emergency," and the eight rail carriers' petition for relief from findings of the I. C. C. in order that the Texas Railroad Commission might waive the application of

emergency charges on local traffic and thereby enable the railroads to meet unaffected competitors.

Charges that the Texas & Pacific, the Missouri-Kansas-Texas, the Missouri Pacific, the Southern Pacific and the St. Louis Southwestern lines have formed companies operating wholly intra-State which will not be affected by the emergency increases order were made by the protesting carriers. Furthermore, shippers in the State have warned that if intra-State rail rates are boosted they will make use of the newer facilities, the petition explained.

The eight roads—Fort Worth & Denver City; Fort Worth & Rio Grande; Burlington-Rock Island; St. Louis-San Francisco; Wichita Falls & Southern; Chicago, Rock Island & Gulf; Wichita Valley, and Gulf, Colorado & Santa Fe—specifically asked the I. C. C. to grant them permission to establish competitive rates if the exemption requested could not be granted or that the Commission amend its findings to include transport companies within the scope of its order.

—Warren B. Francis.

Mayflower Standardization on Pacific Coast

THIS photograph illustrates how the Pacific Coast members of the Mayflower Warehousemen's Association and the Aero-Mayflower Transit Co. are standardizing their vans so that each company can retain its individual identity.

On the Pacific Coast the Mayflower has superseded two other corporations—Allied Warehouses and United Warehouses, both of relatively recent origin.

Mayflower members in the section will

hold an organization meeting on Dec. 10, 11 and 12 at the St. Francis Hotel in San Francisco.

Officers will be elected, by-laws adopted and policies outlined.

"The movement," according to a spokesman, "is a natural reaction to chain warehouses which have developed in recent years, forcing these individual warehouses to combine in a cooperative group in order to compete for their share of the business."

New National Body of Truck Operators Hopes for Federal Interstate Regulatory Law

DISTRIBUTION AND WAREHOUSING'S
Washington Bureau,
1157 National Press Building

THE groundwork for a nation-wide organization of interstate truck operators—the need for which has been long-felt and which is daily becoming greater—was laid here on Nov. 18 with the organization of the American Highway Freight Association, Inc.

As this was written there seemed to be some doubt that the organization would receive the support it deserves from truck operators, though from the character of men at its head there appeared to be no reason why it should not become a genuinely representative association. Its officers apparently were in earnest and determined to carry on.

J. L. Keeshin, Keeshin Motor Express Co., Chicago, was chosen president of the new organization; John R. Bingamon, Bingamon Motor Express, West Reading, Pa., first vice-president; W. E. Humphreys, Jacobs Transfer & Storage Co., Washington, second vice-president; E. J. Buhmer, Buhmer Transportation Co., Indiana, third vice-president; E. J. Arbour, Consolidated Motor Lines, Inc., Hartford, Conn., secretary, and W. A. Mims, Piedmont Motor Express Co., Greenville, S. C., treasurer.

A board of directors was chosen, comprising Albert H. Jahnke, Cleveland; E. A. Bristow, Bristol, Va.; L. W. Selfe, Salisbury, Md.; C. A. Courchene, Massachusetts; H. J. Siedenburgh, New York

City; R. W. Barnwell, Burlington, N. C.; J. E. Raine, Baltimore; H. R. Duffey, Paterson, N. J., and Ed. V. Rodgers, Scranton, Pa.

G. H. Dempsey, who has been sounding out motor truck operators throughout the East and Middle West as to their attitude on formation of a national association, will be field man for the new organization.

The American Highway Freight Association grew out of a meeting called here for Nov. 17 and 18 by several men who were seeking to organize an association of interstate common carriers under the name of the American Truck Association. As this meeting, attended by about fifty well-known truck operators, got under way, however, Mr. Keeshin and his confreres "stole the show" and set up their own organization.

The would-be organizers of the American Truck Association are C. B. Guthrie, of this city; Lacey McClaskey, local attorney, and G. H. Dempsey. Mr. Guthrie told *Distribution and Warehousing* that the American Truck Association was far from dead and would be heard from later. He said the organization was being perfected and names of officers would be announced within a short time.

Both organizations supposedly are opening their membership lists only to interstate common carriers, but some members of the American Highway Freight Association are contract carriers only. Both organizations are committed to the policy of urging Federal regulation of interstate trucking.

At its meeting the American Highway Freight Association adopted a reso-

lution approving "reasonable Federal regulation" of interstate trucks and appointed a committee to draft a bill to be presented to Congress embodying the principles of regulation which the association will advocate. One of these is the advisability of having a Federal body other than the Interstate Commerce Commission administer whatever law is enacted by Congress providing for Federal control of trucking. This committee consists of Albert H. Jahnke, Jr., L. W. Selfe, E. J. Buhmer, Ed. V. Rodgers and John R. Bingamon.

The meeting of the organization, which started as the American Truck Association, was addressed by John H. Small, a former Representative from North Carolina; J. L. Keeshin, John R. Bingamon and others.

Mr. Small declared that truck operators were cutting each other's throats and would fail unless Congress adopted some regulatory legislation. The truck operators, he said, should avoid the mistakes of the railroads in opposing legislation placing them under regulation. The time had come, he said, for legislation of this kind, and it should be adopted with the help of truck operators and should not be enacted in the interest of any special group.

"It is believed that a large majority of the operators of trucks and even a large majority of the shippers now favor regulation by Congress," said Mr. Small. "Any law enacted should be framed primarily in the interest of the shippers on the accepted theory that these motor trucks are public utilities whose primary duty it is to serve the public."

"In addition there should be effective provisions in the law providing for co-ordination of service between trucks and railroads and the water carriers, wherever the shipper may best be served by the utilization of two or more of these agencies between the point of origin and the point of destination of the shipment."

Mr. Keeshin cautioned the truck men to keep their own organization in their own hands. He said membership in the association should be confined to common carrier truck operators. Both Mr. Keeshin and Mr. Bingamon criticised the opposition of truck manufacturers to creation of a national association of truck owners.

If the truck operators do not organize and write the legislation they desire, Mr. Keeshin declared, it will be written by railroad lawyers. Truck operators in Illinois, he said, had been annoyed by railroad attorneys professing to want to cooperate in the framing of legislation for truck regulation. Their "cooperation," he said, waned perceptibly when truck men applied to the Illinois Public Service Commission for certificates of convenience and necessity, because they always opposed such applications.

Mr. Keeshin also talked of the taxes paid by truck operators, declaring they were proportionately higher than those paid by railroads. There was real need for public education along this line, he said.

Among those who registered at the meeting of the American Truck Association, not already mentioned, are B. W. Datson, Lima, O.; Lewis Edwards, Richmond, Va.; J. H. Faherty, York, Pa.; Clarence W. Finkle, Jr., Clifton, N. J.; S. C. Hofflienger, Baltimore; James M. Naye, Philadelphia, president of the National Team & Motor Truck Owners' Association, Inc.; W. B. Omohundro, Richmond; Otto Ruppert, Baltimore; J. W. Scott, Philadelphia; P. L. Snowden, Washington; Stephen L. Smith, Meriden, Conn.; J. J. H. Zeigler, Scranton, Pa.; R. J. Jantz, Cleveland; F. J. Kane, Washington; F. E. Keppel, Richmond; A. R. Mulvihill, Pittsburgh, and W. E. McCoy, Manassas, Va.

—Stephens Rippey.

Couzens May Press His Truck Regulation Bill During Short Session

DISTRIBUTION AND WAREHOUSING'S
Washington Bureau,
1157 National Press Building.

ANOTHER effort will be made during the coming session of Congress to get action on that near-forgotten piece of legislation—the truck and bus bill—provided the Senate continues under Republican control, according to Senator James Couzens, of Michigan, chairman of the Senate committee on interstate commerce.

Senator Couzens said he would do everything possible to obtain legislation placing control of interstate buses and trucks, as well as holding companies, under the Interstate Commerce Commission.

He pointed to the differences in view as to requiring certificates of public convenience and necessity and whether regulation should be applied to truck transportation. Senator Couzens has indicated he favors a limited control of trucks in the beginning until sufficient data can be assembled to justify enactment of further legislation.

Extensive hearings have been held on his bill providing for regulation of trucks and buses, but no action was taken by the committee.

Despite Senator Couzens' statement it is difficult to see how such important legislation can be tackled in the coming short session.

—Stephens Rippey.

Adams and Perky on Board of New Body in Missouri

WAREHOUSE executives are identified with the Missouri Truck and Terminal Association, recently formed with headquarters in St. Louis and with Frank B. Caughlan, of that city, as president and general manager.

D. S. Adams, president of the Adams Transfer & Storage Co., Kansas City, is vice-president. The organization has an office in Kansas City in charge of G. H. Gates.

The board of directors includes Mr. Adams and J. E. Perky, president of the Perky Bros. Transfer & Storage Co., Inc., Kansas City.

A Diesel Engine in Long Distance Hauling



SOMETHING quite unusual in the business of long distance hauling is the utilization of a Diesel-equipped tractor.

The Jackson & Sons' Co., a warehouse firm in Middletown, Ohio, has such an automotive job on the highways regularly. This piece of equipment is illustrated herewith. It has been operated during the past three months for tobacco-hauling—20,000 to 25,000 pounds a load—between Middletown and Jersey City, N. J. Says F. X. Ernst, speaking for the Jackson company:

"We find it very economical in operation, both in the cost of fuel oil and in the number of gallons consumed. This

engine has given satisfactory service, especially in the mountainous region between Pittsburgh and Philadelphia, as this engine is very powerful and takes the steepest grades without any difficulty.

"Another advantage of this engine is that the fire hazard is greatly reduced, and the oil consumption is slightly less than that of a gasoline engine."

The equipment comprises a Model 47-D.R. 5-ton Diesel produced by the Cummins Engine Co., and an Indiana tractor. The engine is a 6-cylinder with 4 $\frac{1}{8}$ -inch bore and 6-inch stroke; piston displacement 672, brake h.p. 125, 1,800 r.p.m.

U. S. Supreme Court Hears Arguments in the Appeal by Contract Carriers of Texas

DISTRIBUTION AND WAREHOUSING'S
Washington Bureau,
1157 National Press Building

ARGUMENTS on the attempt of contract motor truck carriers of Texas to upset the recently-enacted law of that State providing for regulation of contract carriers on the same basis as common carriers are regulated by the Railroad Commission of Texas were heard on Nov. 15 by the United States Supreme Court.

The case was brought to the high Court by truck operators on appeal from a divided decision of a special three-judge Court sitting at Houston, which refused to grant an injunction restraining State officials from enforcing the provisions of the statute.

The truckmen contend the statute violates the due process clause of the Federal Constitution. The law requires contract operators to obtain permits from the Railroad Commission before they can operate and requires them to submit rate schedules to which they must adhere. John H. Crooker, counsel for the truckmen, said only twenty-four permits had been issued to contract operators since the law became effective.

Mr. Crooker contended the business of the contract operators is one wholly unaffected with a public interest and that the Legislature cannot by mere legislative declaration convert such a purely private business into one affected with a public interest.

He protested also against the provision of the Act prohibiting issuance of permits to contract carriers if the Commission believes that the proposed operation will impair the efficient public service of any authorized common carrier adequately serving the same territory, and against the provision that contract carriers' rates shall not be less than those which the Commission prescribes for common carriers performing the same service.

He said the permit required of the private carriers is a certificate of public convenience and necessity and that the Act places contract carriers on the same footing with common carriers. The legislation is experimental, he said, and is an attempt to convert contract carriers into common carriers against their will.

Both Mr. Crooker and LaRue Brown, counsel for D. A. Beard, an intervening truck operator, declared the Supreme Court already had decided that provisions such as those in the Texas statute were beyond the powers of a State to enact.

Mr. Brown contended that the legislation will not result in benefit to common carriers, but will simply force contract carriers out of business. Instead of diverting business to common carriers, he said, it will result in shippers setting up their own trucking services which, he said, would be faster and cheaper.

He denied contract carriers were clothed with a public interest and said their compensation was based on agreements with their customers for a particular service. If the price for private carriage can be fixed, he argued,

charges in all competitive business can be determined by Legislatures.

Elbert Hooper, assistant attorney general of Texas, presenting the State's case, disagreed with Mr. Crooker and Mr. Brown and declared the problems involved in contract carriage affected the public interest.

"Unregulated and unrestrained contract carrier operations had, within the short period of five or six years, all but destroyed the business of the common carrier truck lines, very seriously impaired the service of railways, destroyed interior markets and disturbed and injured business conditions generally with their discriminatory rates and practices," Mr. Hooper declared.

He said the situation became so acute in 1931 that a change in legislative policy was essential to the public interest. If the Railroad Commission is prohibited from regulating contract carriers, he said, the only alternative will be to stop commercial use of the highways altogether.

Mr. Hooper said that since passage of the Act the number of contract carriers has been reduced one-third and the traffic has been diverted principally to railroads.

—Stephens Rippey.

U. S. Chamber Committee Inaugurates a Study of Transportation Rivalry

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Washington Bureau,
1157 National Press Building.

PROMISING a "searching inquiry into developments and changes that have taken place in the transportation field in recent years" the United States Chamber of Commerce has announced a study by a special committee of all forms of competing transportation. The study, it is said, is being undertaken with a view to developing greater coordination and to assure fairness of opportunity among the different types of carriers.

Among the questions to be taken up will be whether inland waterways and other water lines should be regulated as to rates and service on a basis comparable with their main competitors—the railroads. The committee will consider also the effect of truck and bus transportation on rail transportation and whether the former should be regulated as are the rail lines.

David F. Edwards, president, Saco-Lowell Shops, Boston, is chairman of the committee, which held its first meeting here on Nov. 1. The study will be completed at the earliest possible moment so that final conclusions may be presented this winter.

The committee will make an effort to weigh the different proposals which have been made relative to the fairness of competition among the several agencies and to propose measures which will serve to bring about more equitable treatment of all carriers.

While the committee is engaged in its study, the Chamber is taking a referendum vote of all its members throughout

the country on twelve specific recommendations made by its railroad committee, which studied problems of the railroads.

Among the recommendations of the railroad committee is one that water and highway transportation should be opened to railroads on an equal basis with water and highway carriers. The committee recommended also that railroads be allowed to establish new rates quickly to meet competition from other forms of transportation.

Other members of the special committee which is making the transportation study are A. J. Brosseau, president, Mack Trucks, Inc., New York; J. C. Chase, fruit grower and distributor, Sanford, Fla.; L. W. Childress, president, Mississippi Valley Barge Line Co., St. Louis; W. L. Clayton, president, Anderson, Clayton & Co., Houston; Eric A. Johnston, president, Brown-Johnston Co., Spokane; W. P. Kenney, president, Great Northern Railway, St. Paul; Franklin D. Mooney, president, Atlantic, Gulf & West Indies Steamship Lines, New York; General Allison Owen, architect, Diboll & Owen, Ltd., New Orleans; J. J. Pelley, president, New Haven Railroad, New Haven; J. Howard Pew, president, Sun Oil Co., Philadelphia; C. O. Sherrill, vice-president, Kroger Grocery & Baking Co., Cincinnati; R. H. Sherwood, president, Central Indiana Coal Co., Indianapolis.

—Stephens Rippey.

Trunk Lines' Proposed Store Door Tariff Is Postponed to Dec. 17

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Washington Bureau,
1157 National Press Building

THE effective date of the tariff to be filed by the trunk lines serving New York and providing for store-door pickup and delivery service was again postponed from Nov. 17 to Dec. 17 to give the carriers more time to revise their rules and give ample notice to all interested parties so protests may be filed if desired.

Agent W. S. Curlett originally filed his tariff I. C. C. No. A-385, to become effective Oct. 17, but this was found so inconsistent with the Interstate Commerce Commission's tariff rules that it was withdrawn from the commission's files.

—Stephens Rippey.

Ohio Commission Compares the State's Certificated Trucking, 1931 and 1930

A TABULATED report of motor truck operations by certificated operators, both regular and irregular, has been made by the Ohio Public Utilities Commission, covering the year 1931. This report, as compared with that for 1930, shows an increase in the number of motor trucks and trailers used in the various services, a decline in tonnage transported, but a considerable increase in

revenues from hauling and other sources which is more than counterbalanced by the operating expenses, leaving a reduced net profit.

During 1931 there were 2914 trucks and 466 trailers in operation in Ohio with a tonnage carried of 3,156,495, compared with 2779 trucks and 349 trailers with a tonnage of 4,417,227 in 1930.

The revenue from the operation of trucks in 1931 was \$18,405,618.91, compared with \$14,596,789.75 in 1930. Other sources of income, classified as miscellaneous income, amounted to \$1,301,901.31 in 1931, compared with \$1,192,251.12 in 1930. Operating revenue in 1931 was \$19,707,520.22, from which is deducted operating expenses of \$19,216,693.49, leaving a net profit of \$490,826.73; while the operating income in 1930 was \$15,788,069.87 and the expenditures for operation were \$14,971,272.29, leaving a net operating profit of \$767,730.84.

The reports show that quite a few of the operators, mostly of the smaller or medium classes, were in the red on both years. Some of the larger companies made rather satisfactory profits each year.

—J. W. Lehman.

Truck Haulers and Street Railways Seek Right to Operate Joint Schedules

MAY motor truck hauling concerns and street railway companies legally combine to ship goods from one end of a State to another by connecting local freight lines operated under joint tariff schedules?

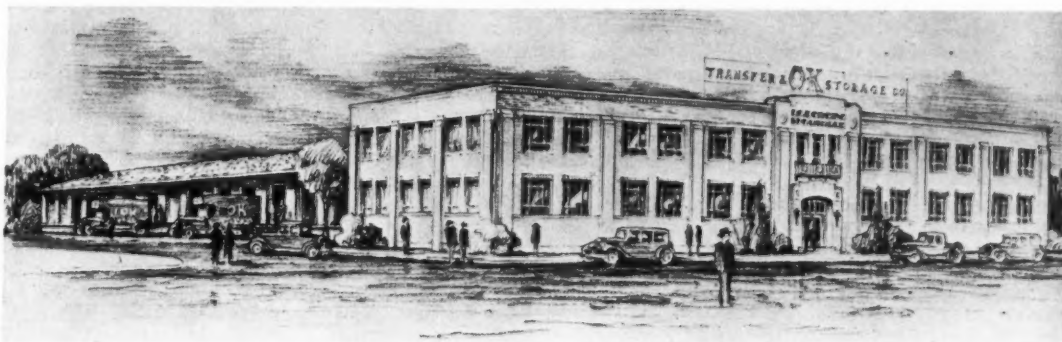
This question, now before the Public Service Commission of Pennsylvania, may eventually be carried to the Supreme Court for a decision.

Six motor freight companies and two trolley companies have joined in a test case before the Commission, at Harrisburg, to establish the right of such carriers to conduct joint long-distance hauling operations. The application has been protested against by the Pennsylvania and Western Maryland railroad companies.

Eight carriers have joined in the application. They serve virtually the entire southern half of the State, and are the Alko Express Lines—Pittsburgh to Johnstown via Ligonier and Greensburg, and a circular route from Johnstown via Chambersburg, York, Lancaster, Harrisburg, Lewistown, Altoona and Johnstown; York Motor Express—York to Philadelphia and other routes centered in York; Horns's Motor Express—Chambersburg to Harrisburg; H. A. Hartman & Son—Harrisburg to Lebanon, Reading and Pottsville; Scott Coyle—Johnstown and Somerset; Rural Motor Express—Altoona and Roaring Springs; West Penn Railways Co.—Pittsburgh, Greensburg, Uniontown and Brownsville; and Pittsburgh Railways Co.—Pittsburgh, Washington and Charleroi.

The motor carriers, in making their application, stressed the need for such service, before the Commission on Nov.

O. K. Firm in Oklahoma City to Build \$50,000 Motor Freight Terminal



EXPANSION of the freight business handled by fifteen truck lines using terminal facilities of the O. K. Transfer & Storage Co., Oklahoma City, has resulted in plans for a new \$50,000 truck terminal to be built soon on a site at the southeast corner of Western and Washington Avenues.

This building, the first of its kind in Oklahoma City and one of the largest in the Southwest, will be known as the O. K. Transfer & Storage Co. Freight Terminal, according to W. W. Warren, vice-president and operating manager. It will be devoted exclusively to the handling of freight moving into and out of Oklahoma City by truck. There probably will be a siding of the Frisco railroad constructed to the docks to handle any incoming carload freight which is to be distributed by truck, Warren said.

Site for the new terminal measures 140 feet on Western Avenue and 290 feet on Washington Street. The termi-

nal will consist of two parts, the office and warehouse building to measure 140 by 50 feet, two stories in height, to face Western Avenue; and the covered dock, 220 by 50 feet, facing Washington Street, with 45-foot width driveways on each side and a 20-foot driveway at the end.

Warehouse Space

The building proper will have ample space on the upper floor for offices of the fifteen lines using the terminal and for other administrative personnel. The lower floor will be given over to warehouse space for the handling of valuable merchandise that passes into the docks. There will be waiting room, a receiving room and facilities for truck operators.

The dock, where the freight will be handled directly from and into trucks scheduled for the many destinations in Oklahoma served by the fifteen lines, will join the main building. Besides serving the lines operating directly from this

terminal, the building will serve six other truck lines which connect at other cities with the lines from Oklahoma City for long hauls into distant parts of the State or trade territory.

Virtually all parts of Oklahoma will be served from this terminal, according to Mr. Warren. The operations of the truck lines, which have used temporary facilities at the Main Street plant of the O. K. company, have outgrown those quarters and are in need of the new terminal. The first truck line operating from the Main Street plant started operations from there in December, 1929.

Since that time, while business in general has been plagued by depression, the freight business of the truck lines, starting from a small beginning, has grown into the handling of shipments totaling many millions of pounds monthly.

The space at the Main Street plant now used by the truck lines will be used in regular warehouse operations of the O. K. organization.

15. The street railway companies added to an appeal for such revenue to help out decreasing passenger receipts.

The railroads, on the other hand, emphasized the present dwindling of their revenues by truck and bus competition and contended that approval of the application would establish a precedent which would lead to still greater inroads on their long-distance hauling receipts.

Whatever the commission may order, say the attorneys, the case probably will be taken as high as possible for a decision by the Courts.

California Commission Order to Household Goods Companies

A number of California firms engaged in hauling furniture, office equipment and household effects over long distance routes have been ordered by the California State Railroad Commission to discontinue their activities over certain routes.

The order grew out of a complaint filed against them by the California Interurban Motor Transportation Association and is said to be the result of a

cut in rates by independent haulers as compared by those established by the concerns chartered by the Railroad Commission.

The Commission issued a statement declaring that the defendant companies are operating without certificates of public convenience and necessity on certain designated routes, and an order that they "cease and desist" from such service on these routes by Jan. 1 unless in the meantime they shall have obtained certificates of public convenience and necessity authorizing their service or shall have shown that they have prescriptive right to the service.

Chicago Ordinance

A new city ordinance regulating length of trucks and trailers will become effective in Chicago on Jan. 1. The new law provides that length of truck and trailer combination shall not exceed 40 feet, and that length of any single unit shall not exceed 35 feet.

Another provision requires that all trucks operating at a speed of more than 10 miles an hour shall be equipped with pneumatic tires.

National Rail Commissioners Propose Federal Regulation of Motor Carrier Operations

FAR-REACHING proposals for placing motor trucks under Federal regulation to equalize advantages of all forms of interstate transportation were laid before the National Association of Railroad and Utilities Commissioners at its annual conference at Hot Springs, Ark., early in November.

Suggestions for reducing competition between rail and motor carriers with a view to enabling the former to offset economic gains of the latter were presented by members of the Interstate Commerce Commission and the conference committee on motor vehicle transportation which portended Governmental action in this field in the near future.

Criticism of the last Congress for failing to enact legislation for regulation of interstate truck movement was voiced by the conference committee in a report which observed that apparently "nothing short of a cataclysm will awaken Congress from its lethargy," while specific plans for establishment of a Federal "bureau of transportation" were ad-

vanced by Commissioner Claude R. Porter, chairman of the I. C. C.

Taxation as a means of offsetting advantages over railroads enjoyed by motor trucks was advocated by Commissioner William E. Lee, of the I. C. C., but the responsibility for Congressional failure to take steps in this and other directions was charged to automobile manufacturers and the trucking industry.

Proposing enlargement of the I. C. C. and "close and effective coordination" of various forms of transportation, Chairman Porter demanded that all interstate highway transportation come under control of the Commission along with coastwise and inland shipping and air transportation. Predicting that present difficulties of rail carriers resulting from keener competition with other carriers would not disappear with return of normal business conditions, Commissioner Porter urged action to transfer the Shipping Board and the Commerce Department's Aeronautics Branch to the proposed new bureau and advocated appointment of a director of transportation to supervise all Federal activities in the field.

Proposing enlargement of the Interstate Commerce Commission and "close and effective coordination" of all forms of transportation, Commissioner Claude R. Porter urged that all types of interstate truck transportation be placed under close Federal regulation.

A general outline of a proposed "Bureau of Transportation" was given by Commissioner Porter, who predicted that present difficulties of rail carriers resulting from growing competition by aircraft and truck carriers would not be eliminated by general recovery of business. Instead of merely giving the existing I. C. C. supervision over highway transportation, he urged unification of all transportation regulation agencies under one head and proposed transfer of the Shipping Board and the Commerce Department's Aeronautics Branch to this new organization.

Under the control of the director of the Bureau would be divisions of land, water and air transportation, with the present I. C. C. taking charge of the first-named division and extending its activities to truck regulation.

"The first division, that of land transportation, should be the Interstate Commerce Commission as at present constituted, with all of the duties now imposed upon it under the law," the Commissioner explained. "To these duties should be added that of supervising and regulating the buses and trucks engaged in interstate commerce. They should be placed so far as practicable, under substantially the same regulation as now pertains to the railroads. The director of the Bureau should be ex-officio chairman of the Interstate Commerce Commission, fully empowered to sit in the Commission's councils and with the same rights and duties as any other member of the Commission."

Outlining the effects of general business stagnation on rail operations, Commissioner Porter declared that accom-

panying the "foremost cause of their present dilemma" is another new difficulty—the lack of complete monopoly of the passenger and freight business of the nation.

"During the past decade there has appeared in the transportation scene, three entirely new and one greatly rejuvenated rival: the airplane, the motor bus and truck, the pipe line, and the revived inland and coastal water borne carriers. Through the recent years, including the depression, these rivals have increased in vigor and effectiveness as competitors of the railroads. The airplanes, at present the least felt of the competitors, have increased constantly the number of miles flown, the number of passengers carried, and the pounds of small package freight and mail transported. The same is in some measure true as to each of the other of the railroads' competitors. That these four other agencies of transportation have added immensely to the difficulties of the railroads to carry on at such a time cannot be successfully challenged."

The Commissioner warned that demands for lifting of strict Federal regulation are not based on full appreciation of the situation and show a lack of understanding of public sentiment in favor of unceasing Governmental control. Most of the suggestions along these lines have been too generalized to serve any useful purpose, he remarked, and no single objectionable provisions of the law have been attacked by any particular group of critics.

Federal control of other types of carriers would prevent serious rate wars, which inevitably lead to "wasteful and extravagant expenditures and unnecessary duplication of facilities which in the end are always borne by the shipping public," he predicted, and furthermore would assure the shippers and the public of fair rates for other forms of transportation.

"Every shipper by railroad has the right to feel he is being treated the same as every other shipper," the I. C. C. member said. "All know this is not so with the shipper by any form of unregulated carrier. He may be in the keenest competition with his neighbor and yet subjected to treatment totally unlike that accorded him. All kinds of secret rebating and discrimination are among the possibilities."

A third advantage which would accrue from extension of Federal regulation would be "stability," he declared, observing that when the railroads enjoyed a transportation monopoly there was "a fair degree" of stability of transportation charges. Contrasting the present situation, he said that "the rail rate is known, as it has been, and is fairly stable, but complete chaos in rates reigns among the airplane, the truck, and the waterborne carriers, and this in turn is tending strongly to force instability in the rail rates."

Although declaring for Federal control of motor transportation, Commissioner Porter failed to discuss the issues of private carriers, issuance of cer-

tificates of convenience and necessity, joint rates, and similar phases of more detailed nature.

Calling the failure of Congress to place motor trucks under Governmental supervision "almost a tragedy," the conference committee on this subject indicated its membership desired more ambitious steps than merely to increase taxes on truck carriers. Commissioner Lee confined most of his attention, however, to the possibilities of such a course.

The size of the financial burden resting on the railroads was emphasized by the I. C. C. member, who observed that "the rail carriers built their roads and must maintain them" and that "the public has built improved public highways on which motor vehicles operate."

These competing means of transportation would be on equality in regard to capital investments, Mr. Lee declared, if railways were owned and maintained by the public and use was permitted on payment of "such relative charges as are exacted from motor vehicles." The fact, "if it is a fact," that highway users pay taxes which compare favorably with taxation burdens of rail carriers does not indicate such equality is a fact, he asserted.

"Comparison of the taxes paid by those who use the highways for hire with those paid by the rail carriers is more appropriate," the Commissioner pointed out. "However, I am convinced that in this respect motor vehicles have an unfair advantage over the rail carriers."

"It would seem, therefore, that in the interest of the public as well as of fair competition, such charges on a uniform mileage or other scientific basis should be exacted from trucks and buses as would fairly compensate for their use of the highways. When this is accomplished, we shall have gone a long way toward placing these two forms of transportation on a fair competitive basis."

Even more regulation is required in the interest of safety, Commissioner Lee warned, admitting that all of the traffic toll is not due to hazards resulting from operation of commercial truck carriers. Legislation to effect proper restrictions of length, weight, height and width was demanded in this connection, as well as regulations to limit the size and number of trailers. Further steps should be taken to see that operators are properly qualified, vehicles are satisfactorily equipped and adequate safety devices are used, he added.

Limits of 500 miles on movement of shipments by trucks were proposed by the conference committee, which added "we do not think that the solution of our automobile problems as they relate to the public service is to be found through the medium of taxation." The committee explained it feels that "there must be regulation which will permit a proper division and allocation of traffic at rates just to the public, reasonable to the operators, and which will bear proper differentials to insure the maintenance and integrity of both systems."

A statement that "the time has defi-

nately arrived when effective regulation" of truck operations must be established was made as a preface to the committee report, while the committee noted that the "larger and more dependable" truck operators are beginning to realize that such a course must be followed.

"Unbridled and unrestricted operations of interstate carriers and failure of State authority, principally legislative, to exercise jurisdiction and make and enforce reasonable rules and regulations have brought upon the industry evils which promise to engulf it," the report said.

"Perhaps there is no one so much to blame for this condition as the truck operators and automobile manufacturers whose efforts to thwart regulation apparently have paralyzed the hands of Congress and smothered the commendable attempts of this association to remedy the situation."

The committee expressed opinion that suppression of the wildcat operator is one of the most difficult problems, while the fact that the contract carrier constitutes a difficult puzzle was also admitted. Regarding this latter phase, the report observed:

"The nature of his business is precisely the same in almost all respects as the common carrier. He uses the highways, doing just as much damage to them as the certified operator. He has aggressively occupied the competitive field of solicitation. In fact, he has done everything that the common carrier has done except to pay his proportion of the taxes.

"His chief stock in business has been the privilege to use the public highways. He has no more right to such use than the common carrier and he should be restricted to exactly the same extent. It is unthinkable that this chaotic condition should continue indefinitely."

Success of State regulatory agencies in Texas, Kansas and Oklahoma in controlling such carriers was described as pointing "the way to emancipation." Laws in those States applying to contract carriers have been sustained in the Supreme Court, the committee noted, and such a course should be followed in other States even if the provisions of these laws seem drastic.

Regarding the economic side of motor transportation, the committee doubted that movement in excess of 1000 miles is justifiable. The belief was expressed that movements of less than 500 miles in almost all cases would meet "the real necessity of the shipping public."

—Warren B. Francis.

Ohio May Control Common Carriers

THE Ohio Association of Commercial Haulers may support a suggested amendment to the present Ohio motor truck regulatory law to include contract carriers in the group of truck operators now under the regulation of the Ohio Public Utilities Commission.

A bill is being drafted but has not

yet been submitted to the board of directors of the association for approval. The rough draft provides that every contract carrier must apply to the Commission for a permit, instead of a certificate of necessity and convenience, to carry on its business. Under the present law this class of operators is exempt.

It is believed that if the proposed amendment is enacted a large number of truckers and trucking companies which now claim to be common carriers will be brought under the law and can be watched more closely. The applications for permits should disclose their true status—whether they are regular route carriers, irregular route carriers, or contract carriers.

Temporary Truce in License "War" Between Pennsylvania and Its Neighboring States

A COLD storage warehousing organization, the Camden Rail & Harbor Terminal Corporation, Camden, N. J., through its receivers' attorneys figured prominently in the interstate motor-truck license "war" which was precipitated late in October and early in November by Pennsylvania; spread to New Jersey and Maryland, and rapidly was involving Delaware, the District of Columbia, New York, Virginia, West Virginia and Ohio. After much excitement—traffic jams caused by the turning back of trucks on Pennsylvania's borderline through retaliatory measures of other States; Court action and threats of widespread troubles of one sort and another; conferences of officials, and political accusations—a truce was declared on Nov. 4. Some assert that the truce is an armistice of temporary nature and that the end of the difficulty is not in sight.

Brief mention of the cause of the trouble was made on Page 36 of the November *Distribution and Warehousing*. This was the threat by Pennsylvania to enforce the amendment to its vehicle code as enacted by the Legislature last summer and which became effective on Oct. 15, providing that (1) out-of-State vehicles operated in Pennsylvania for compensation, regularly, according to schedule, must register such vehicles and license their operators immediately; (2) that irregular "for hire" operators must register their trucks and license their chauffeurs if they exceed fifteen days in the calendar year; and (3) that full reciprocity shall be granted to private trucks hauling the merchandise of the truck owner.

Moving vans, as commercial vehicles, come within the category.

A majority of truck owners and operators in Pennsylvania are entirely out of sympathy with the amendment and any attempt to enforce it. When the bill was pending before the Legislature, representatives of the Pennsylvania Motor Truck Association and of the Pennsylvania Furniture Warehousemen's Association appeared against it in Harrisburg, in an effort to show that its pass-

age would react not only against the truck owners but against Pennsylvania's industry, business and agriculture.

No sooner had it been made certain to the States of New Jersey, Maryland and Delaware that this law, called "wise and just" by Governor Pinchot of Pennsylvania, was to be enforced as regards the amendment mentioned, than officials and truck organizations in those States made it plain to Pennsylvania officials that sweeping retaliatory measures would be taken, even to the extent, in New Jersey, at least, of eliminating altogether the reciprocity arrangement prevailing. Harold G. Hoffman, New Jersey's commissioner of motor vehicles, by telegram warned H. Richard Stickel, director of the Pennsylvania bureau of motor vehicles, that as soon as the first New Jersey truck should be compelled to register in Pennsylvania, he would station inspectors at every point of interstate entry between the two States and would prosecute the operators of trucks from Pennsylvania attempting to operate in his State. He was as good as his word and such jams of trucks, busses and vans on certain roadways resulted that it was declared that Pennsylvania's industry and agriculture were being endangered, especially the latter, as truckloads of perishable produce were being turned back by Jersey inspectors, including fruits, vegetables and milk in large quantities. Pennsylvania threatened to retaliate in kind, making its original mandate more severe.

The Philadelphia Chapter of the Pennsylvania Motor Truck Association, meanwhile, was kept closely informed. Telegrams came in from Delaware's assistant secretary of State, motor vehicle department, and from John E. Raine, secretary of the Motor Truck Association of Maryland, outlining the required procedure for Pennsylvania trucks to enter those States.

Not only truck associations and State officials and individual truck operators came into the snarl, but also chambers of commerce, automobile clubs and business organizations of more general character. Pennsylvania truck operators threatened to remove their offices to Jersey. Leon D. Metzger, Pennsylvania State Secretary of Revenue, who issued the order that forbade only New Jersey trucks operating for hire from making more than fifteen trips into this State, replied to overtures from Commissioner Hoffman, of New Jersey, offering a conference, that he would be willing to sit down any time and talk the matter over but that Pennsylvania would not waive its right to enforce the law. This later bore fruit. The Pennsylvania Motor Truck Association arranged to open a New Jersey agency at 1834 Frankford Avenue to issue registration plates and examine drivers of Pennsylvania commercial vehicles planning to enter New Jersey. Three men from the Jersey highway department were detailed to the office. Maryland joined in the plan and other States were considering such a possibility. Secretary J. Wallace Fager, of the Pennsylvania Motor Truck Association, kept the entire membership in-

formed of the progress of affairs by frequently mailed bulletins.

It was beginning to look as though, after all, the tangle might be straightened out. About this time a number of truck manufacturers added their voices to the protest.

Meanwhile, in the United States District Court in Camden, N. J., Harvey F. Carr and Walter Carroll, counsel for the receivers for the Camden Rail & Harbor Terminal Corporation, had filed with Judge John Boyd Avis a petition, in which several farm truck owners joined, for an injunction restraining Commissioner Hoffman, of New Jersey, from interfering with Pennsylvania trucks operating in New Jersey as private carriers. The jurist heard the plaintiff's petition and postponed the hearing till the following day, Nov. 5, to give New Jersey officials time to appear. In presenting his petition Mr. Carr argued that Mr. Hoffman's order to stop all Pennsylvania trucks was "utterly ill-advised, arbitrary and unnecessary."

On Nov. 4 a "peace conference" was held in Philadelphia, attended by Commissioner Hoffman, New Jersey; Secretary of Revenue Metzger, Pennsylvania; George Eichler, assistant attorney general, New Jersey; William Langan, Mr. Hoffman's assistant; Captain William C. Price, superintendent of the State Highway Patrol, Pennsylvania; Sylvan Lefcoe, attorney for the Pennsylvania Revenue Department; J. Maxwell Smith, general manager of the Keystone Automobile Club, Philadelphia, which had essayed the role of "peacemaker"; Todd Daniel, vice-president of that club and its counsel, and Val Oldshoe, special representative of the Pennsylvania Department of Revenue.

The outcome of this powwow was the truce, wherein it was agreed between the officials of the two States that both are to follow the limited reciprocity law of Pennsylvania, requiring trucks operating for hire, which make fifteen trips into the State within a year, to obtain Pennsylvania tags. To this extent Mr. Hoffman modified his previous order in which he required all Pennsylvania trucks entering New Jersey to carry a license in that State. The New Jersey commissioner said also he would try to persuade the Jersey Legislature to rebate license fees to private operators who have taken out Jersey licenses. Pennsylvania agreed to prosecute only in cases of "obvious violation."

At the end of the two-hour conference the order was given to Captain Price to call off the Pennsylvania officers and more than one hundred trucks waiting in Camden since the middle of the week were given authority to proceed.

The truck license "war" being at an end, at least for the time being, Judge Avis decided that the Court's services were not required and accordingly dismissed "without prejudice" the cold storage company's receivers' petition for an injunction. This means, in effect, that so long as the "armistice" agreed upon by Mr. Hoffman and Mr. Metzger continues to function as such, there is no

necessity to restrain New Jersey. Should, however, this truce suddenly explode into warfare, the petitioners, whose affidavits still are in the Court record under the "without prejudice" ruling, may revive the case. But into the Court record also has gone Commissioner Hoffman's pledge that it is not his purpose to reinstate the order against Pennsylvania trucks.

On the other hand, among those who declare that the truce in the "war" is far from being an assurance of peace on all fronts, are Harold S. Shertz, executive director of the Highway Users' Conference, Pennsylvania Division, and attorney for the Pennsylvania Motor Truck Association, and J. W. VanDyke, chairman of the board of the Atlantic Refining Co. Mr. Shertz and Mr. VanDyke independently come to the conclusion that the legislation over which the license "war" broke, was openly sponsored by the railroads and that its enactment was obtained by the same means.

Mr. Shertz, in letters to more than a

Our "Question and Answer" Department

YES, Nov. 16 was pay-day at the Cleveland Transfer Company, Cleveland, Ohio.

"Are you sure?" a voice on the telephone inquired.

"I'm positive," replied a spokesman for the company.

Five minutes later, says an Associated Press story from Cleveland, "four men held up eight employees and escaped with 1,800."

score of truck owners' associations, chambers of commerce, truck manufacturers, parts manufacturers, gasoline and oil interests, declares that "Pennsylvania's attempt to impose discriminating conditions on interstate commerce vehicles violates the spirit of the Federal Constitution and aims at disrupting the whole tradition of free commercial movement throughout the nation." The letter asserts also that the "ill-advised legislation passed last summer at Harrisburg, to take a great modern industrial community back to the days of the robber barons," is a policy that "cannot be maintained in twentieth century conditions." The letter calls on its recipients to "get behind the organized effort to bring about the repeal, in January, of this anti-reciprocity legislation."

Mr. VanDyke, in a statement, was equally emphatic in calling upon citizens to bring pressure to bear upon the Pennsylvania Legislature to repeal the Act which caused the truck license "war."

When you ship goods to a fellow warehouseman use the Monthly Directory of Warehouses.

Use of Carbon Dioxide in Cold Storage is Discussed in Taylor's Annual Report

DISTRIBUTION AND WAREHOUSING'S Washington Bureau, 1157 National Press Building.

TEMPORARY storage of fruits and vegetables in atmospheres relatively high in carbon dioxide is an effective substitute for pre-cooling, Dr. William A. Taylor, chief of the bureau of plant industry of the Department of Agriculture, says in his annual report for the fiscal year ended June 30.

During the past year considerable attention has been given to determining the field of usefulness and the limitations of both solid and gaseous dioxide in the storage of fruits and vegetables, Dr. Taylor reports.

Carbon dioxide treatments have been shown to be fully as efficient as pre-cooling in preventing Botrytis rot and internal breakdown of pears. The flavor of pears that received a moderate treatment with carbon dioxide was generally better than that of the controls.

Dr. Taylor warned, however, that carbon dioxide cannot be used indiscriminately with fresh fruits and vegetables, as it can cause serious damage when used in too high concentrations or for too long periods. Some kinds of fruits and vegetables are more susceptible than others.

—Stephens Rippey.

Federal Barge Line Engineer Announces Chicago Terminal

A \$1,700,000 barge terminal to care for the Chicago end of the Lakes-to-Gulf water commerce is scheduled for completion next spring, when the new waterway is opened, according to J. S. Brodie, chief engineer of the Federal Barge Lines. The State of Illinois built the plant, with the engineering department of the barge lines acting in an advisory capacity, he explained.

There are potentially 1,000,000 tons of cargo annually out of Chicago alone when the waterway gets into service, according to Mr. Brodie. The new terminal will have a 1,000,000-bushel grain elevator; berthing facilities for Lake ships; entry for two railroads over their own lines, and facilities for others over a belt line; and docks for ships-to-barge transfer of cargo, he said. It is to be located on the Chicago drainage canal.

Walter Reid Loses Daughter

Miss Katherine W. Reid, daughter of Walter C. Reid, formerly general manager of the Lincoln Warehouse Corporation, New York City, died on Nov. 21 in the Mt. Vernon Hospital. She had been ill for about a year and had undergone two major operations.

Miss Reid was a sister of Walter L. Reid, president of Dunham & Reid, Inc., New York City.

What's New

Shop Equipment Accessories Trade Literature

If you desire further information regarding products listed below, or copies of literature mentioned, we will gladly secure same for you. Just check the number in coupon and mail it to
DISTRIBUTION & WAREHOUSING

1—**Wright-Way Hoist.** In raising the load, this hoist operates on ball bearings. The lower swivel hook has a ball bearing which prevents the lower sheave from twisting so the chain always rides squarely in the load wheel pockets, reducing wear and giving easier operation. A ratchet prevents the load moving too rapidly and the load is held indefinitely at any point. Maker, Wright Mfg. Co., York, Pa.

2—**Ammco Ridge Remover.** A new tool for removing the cylinder ridge above the piston ring travel in all types of cylinders, including recessed or cut-away types. Locates below the ridge where it is centered and held in the cylinder itself so

that the exact shape and contour of the cylinder bore is maintained. Has only two adjustments. Maker, Automotive Maintenance Machinery Co.

3—**Brake Lining.** A new ingredient, which is said to produce a flexible, dense, woven lining of high friction characteristics, is used in the new Grafilid brake lining. It is claimed that this new lining does not harden or change after thousands of miles of use. Maker, World Bestos Corp.

4—**Air-Cooled Coil.** An improved model of the Ironclad ignition coil has air cooling, moisture prevention and oil insulation. The coil is constructed with seamless steel shell with a bakelite head so

mounted that it is air-tight. Maker, Doran Ignition Co.

5—**Pump Packing.** Composed of a plastic compound of lead, graphite, asbestos fibre and lubricant formed into a coil and held with an open braided cover. Claimed that it will not score water pump shaft nor vulcanize and that it repacks worn shafts effectively. Also it is not affected by anti-freeze mixtures and is easy to apply. One size for all pumps. Maker, Garlock Packing Co.

6—**Hand Oiler.** Holds 1 2/3 pints of oil and is self-contained pressure gun type. Gun is manually operated. Spray is released by button pressure. A 15-ft. stream is given. Maker, Imperial Brass Mfg. Co.

Keep Posted on Trade Literature

7—**Cutting ton-mile costs.** Making reserve power pay profits through the use of 4- and 6-wheel trailers is the subject of a very interesting pamphlet published by the Utility Trailer Mfg. Co. This company also shows how to save money through the use of 6-wheel attachments on all sizes of trucks.

8—**Why six-wheelers save money.** An interesting folder depicting six major savings possible through the use of six wheels on a truck, published by Six Wheels, Inc.

9—**Economies of six-wheel operation.** A folder showing how it is possible to increase haulage profits from 35 to 50 per cent through the use of six-wheel units. Also shows that by distributing load over six wheels instead of four, many of the state restrictions in regard to weight are in most cases overcome. All of the major cost factors are considerably reduced, according to the Federal Motor Truck Co. which publishes this folder.

10—**All about engine reconditioning.** A booklet to help simplify precision service work on all parts of the engine, telling you just how far you can go in the matter of taper and eccentricity and showing how dial gauges are used and cylinders and pistons measured, etc. Published by L. S. Starrett Co.

11—**Oil pumping in engines** as a problem has thirty-two solutions. The facts presented in 24-page summation on engine troubles; offered by the American Hammered Piston Ring Co.; designed to overcome many of the daily power-plant maintenance problems now confronting shopmen.

12—**Ethyl gasoline** and the many questions regarding its use are explained in illus-

trated form in booklet giving an "inside story" entirely void of all technical wording, etc.

13—**Tire maintenance information** of a character that will lead to real economies in fleet costs is contained in book offered by Goodrich Rubber Co. Ask for "Truck & Bus Tire Facts."

14—**Ignition cable economy** not only on replacement costs but also as to its effect on engine performance is subject of series of bulletins sent out by the Belden Mfg. Co.

15—**Axle shaft failures** and how to reduce told in a 23-page illustrated book issued by U. S. Axle Co.

16—**Facts About Trailer Axles and Tire Wear** are contained in two booklets pub-

lished by the Timken-Detroit Axle Co. Each represents a nation-wide investigation, one on the causes of excessive wear of tires on trailers and the other on the needs of modern axles on trailers to meet fast freight conditions as they exist on the roads today.

17—**"Cutting Distribution Costs with Motor Trucks"** represents a valuable collection of facts to guide warehousemen and motor freight operators in selecting the most economical types and sizes of hauling equipment. Published by General Motors Truck Co.

18—**Operating Costs** and 32 pages of illustrations and text are contained in a new catalog entitled "International Trucks for Warehousemen and Commercial Haulers," published by the International Harvester Co.

Distribution & Warehousing,
249 W. 39th Street,
N. Y. City.

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WITH THE ASSOCIATIONS

HERE is presented in tabloid form the Association news that is of *general interest* to the industry as a whole. No effort is made to publish complete reports of all Association meetings; the dissemination of such information is logically the work of the officers and the committee chairmen. What is presented here is in effect a cross-section review of the major activities so that Association members may be kept advised as to what "the other fellow" elsewhere in the country is thinking and doing. When annual or semi-annual meetings are held, more extended reports will occasionally be published.

Missouri Group Assails Rail Carrier Invasion of Warehousing Field

RAILROAD invasion of the field of public warehousing drew the fire of delegates who attended the semi-annual convention of the Missouri Warehousemen's Association, at Jefferson City on Oct. 28 and 29. The following resolution was adopted:

"Whereas the Missouri Warehousemen's Association is emphatically opposed to the intrusion of the carriers into the business of commercial warehousing, and

"Whereas the Missouri Warehousemen's Association is firmly of the opinion that every effort should be made to require the carriers and their affiliates to cease and desist, without any reservations whatever, all commercial and warehousing activities,

"Therefore be it resolved that a copy of this resolution be transmitted to the American Warehousemen's Association that it may be fully informed of our position in this matter of outstanding importance to the industry."

No other course than vigorously to oppose railroad intrusion was open to warehousing, Frank M. Cole, president of the Kansas City Warehousemen's Association, told the convention, "unless we are prepared to face an inevitable loss in tonnage and normal earnings which may eventually prove extremely disturbing if not resulting ultimately in total disaster." Mr. Cole continued:

"In determining to force themselves into our business and, by so doing, departing radically from the function of transportation, the carriers have seen fit to ignore, as of no present importance, our traditional friendship and the undeniable advantages each may gain by closely cooperating.

"This change in policy is to be regretted, as we have common ground for opposing many forms of unregulated competition, and apparently is the result of an unfortunate anxiety on their part to secure line haul tonnage without regard for cost of the service to be performed. The commercial storage of merchandise can by no stretch of the imagination be construed as part of the transportation service of the carrier.

"The condition of which we complain is not one of overnight development but of gradual growth over a period of years until it has become the present serious menace. The intrusion has expanded until today we find ourselves confronted with a situation that threatens to destroy the work of years devoted to the up-building of public warehousing. Are we not safe in assuming, however, that as the Interstate Commerce commission has consistently refused to allow the carriers to squander their resources by constructing unnecessary competing railroad mileage, they will view duplication of public warehouse facilities in the same light?

"For a long time warehousemen affected by movements of traffic via water routes have had reason seriously to complain that the carriers were invading their field of service, but not until the past year or two have warehousemen generally begun to realize the tremendous loss of business we will experience if the carriers are permitted to continue their objectionable warehousing practices. This leads to the thought that vitally concerned as we must be with the many vexatious problems inimical to our best interests, such as the barge line storage scheme, use of Army Base facilities, evasion of rule 23, etc., consideration of these important issues must give place to the subject of our discussion, as we are faced with the inescapable conclusion that unless carriers are forced to abandon their warehousing schemes, the storage of merchandise in public houses, no matter where located, seaboard or far inland, eventually will approach almost the vanishing point.

"It has been said our complaint lacks the merit of originality and that the carriers have reason to feel we are the intruders. Such an allegation does not bear even casual investigation, as there is a continuous record of public warehousing down through the years, antedating by far the day railroads became a factor in transportation.

"The Department of Commerce has often commended us for the efficient way in which we conduct our business;

the banking fraternity has voiced similar views and has not been slow to recognize the value of our cooperation; and it is fair to assume that the character of our business is sufficiently in the public's interest to justify its perpetuation without being periodically subjected to threat of heavy loss of business, or perhaps extinction, simply because the carriers may be 'looking for another carload of freight.'

"It is distressing to recall that recent Department of Commerce reports on the amount of space operated for public merchandise warehousing shows an average occupancy of only about 50 per cent., which indicates plainly enough the tremendous superabundance of space devoted to public warehousing. In view of this condition there surely is no need for the carriers, or their affiliates, to supplement public warehouse storage space. The thought of such necessity in the language of an eminent authority on river storage is 'something at which it is to laugh.'

"The carriers have intimated no intention whatever of voluntary withdrawal from the commercial warehousing business despite enormous losses incurred in their operations. Their expressed attitude is quite to the contrary, and the financial damage they have and may continue to inflict upon us as an incident in their campaign for business.

"The compensatory rate theory in connection with carriers' warehousing practices is simply a theory and nothing else; not susceptible of close analysis, with but little possibility of successful application and, at the best, of uncertain value in satisfying our grievance. We can hardly afford to relinquish any part of our rights as public warehousemen because of the suggestion that a good dose of "compensatory rates" will allow us to enjoy normal financial health.

"Although there may be times when the choice of the lesser of two evils is good policy, can we afford to attempt making such a choice as between permitting carriers to conduct commercial warehousing or, on the other hand, re-

strict them only so far as requiring compensatory rates be charged on the storage business taken away from us to whom it rightfully belongs?

"In the first place we find it impossible to reach the conclusion that the Interstate Commerce Commission will place the stamp of approval upon a warehouse set-up of one carrier and deny another the privilege of constructing facilities whereby it may maintain a competitive position for traffic.

"In the second place, we know of no machinery we can set in motion to insure that storage rates reimburse the carriers for the complete expense incurred by them.

"We are being constantly confronted with all sorts of legislation proposed by the carriers which, if finally approved, will seriously embarrass our storage earnings. Their disposition will be of little ultimate concern if our efforts prove unavailing to restrict the carriers to the function of transportation and co-incidentally prevent their intrusion in the commercial warehousing field.

"If our premises are sound, and we believe that they are, no middle ground is available or desirable to independently operated warehouses. Therefore we should urge the American Warehousemen's Association to leave nothing undone to require the carriers and their affiliates to discontinue performance of commercial warehousing and storage without any reservation whatsoever."

On the subject of motor truck regulation the association adopted two resolutions. The first "strongly supported" the reciprocal clause in the State statutes and requested the Public Service Commission "to use every endeavor to effect reciprocal relations" between Missouri and other States; this memorial originated in the household goods division and was approved by the general convention. The second resolution urged particularly the promotion of reciprocal relations between Missouri and Oklahoma.

A resolution defeated in the merchandise division was one offered by the license and bond committee, favoring adoption of legislation requiring all warehousemen to be bonded by a surety company, with the bonds filed with the county collectors along with the licenses. "You can't legislate the illegitimate operator out of existence," was the opinion of the majority of the delegates opposing this memorial.

D. S. Adams, Kansas City, championed the *Laissez faire* policy of leaving the operators alone so far as putting on further restrictions and requirements. Business integrity and honest and square dealing, he said, would build its own reputation, and nothing would replace this. No artificial means could possibly supplant business methods, he held.

Elmer Erickson, Chicago, addressed the convention on business conditions. He declared that "men of the organized industry who are looked to" for opinions on this subject were "now very cautious indeed" in view of incorrect guesses during the past few years.

"However," he said, "I do not hesitate to say in a general way that it would appear that business has passed through the worst part of this so-called depression. It is unfortunate that so many businesses have allowed themselves to be drawn into and to participate in the antics described as the vicious circle. The business or industry which has resisted and in every way defended itself and its right to remain in business for a useful purpose appears to be coming through.

"It is quite evident that rate adjustments with the trade have resulted in rates which today are lower than our rates of three years ago. These newer rates should be acknowledged in new tariffs and rate schedules. Any implied higher level or false schedules will only tend to encourage expansion of our industry through the encouraging of new warehouses to enter the field. Unreal rate levels serve as a sunshade for new ventures and might sooner or later undermine your own business. I include in these new businesses the motor trans-

N.F.W.A. Convention in Chicago on Jan. 17-22

AS announced in the November *Distribution and Warehousing*, the annual convention of the National Furniture Warehousemen's Association will be held in January.

Chicago has been selected, and the dates chosen, it is announced by the secretary, Ralph J. Wood, Chicago, are 17th to the 22nd. The meeting place will be the Edgewater Beach Hotel.

port companies which do a storage business on the side.

"If the industry in any particular locality is suffering the ill effects of cut-throat competition, ridiculously low prices and prices below cost, it must be due to lack of cooperation between men of the business within that locality. These are times of stress and difficulties and it is well for each and all of us to cast selfishness and pride to one side to the end that we meet our competitor more than half-way, solicit his friendly cooperation and strive to protect common interest.

"I dislike to infer, much less say, that warehousemen in their own interests must develop in themselves the art of selling; that in this they are entirely too deficient. This prompts me to touch on the subject of regulation or supervision by State commerce commissions or State railroads and warehouse commissions, etc. The consideration or tolerance of such regulation is in my opinion supported only by the weakness of those who cannot regulate themselves. The clamor for regulation is purely selfish, has primarily to do with rates, and aside from perhaps a uniformity of practice is seldom to any great extent in the interest of the public.

"Aside from the demoralizing effect that Government supervision has on business and the natural progress of our land, it must be appreciated that ever-increasing bureaus and armies of payrollers can do nothing but spell increased taxes and further burden on the people as a whole. We have even now almost reached the stage where we are actually working for our Government. It is only natural for any industry in times of distress to lean upon any visible or possible support, be that a new law, a dictator or Governmental regulation. Neither ethics nor business conduct can be legislated. Our greatest gains will come from regulating ourselves, so let me caution against encouraging regulatory laws in behalf of this or any other industry, as well as our private lives, excepting where the public interest is concerned."

The need for warehousemen to know what their customers may expect and what he should charge for services rendered was emphasized by Harry C. Herschman, St. Louis, a past general president of the A.W.A., before the merchandise division. He said a uniform tariff was necessary for protection of both warehousemen and patron. The speaker presented a comprehensive form, "Service Requirements for Warehousing and Distribution," designed to afford the warehouseman something definite on which to base charges for services. A committee was appointed to further the idea.

Following a report on commission control by W. A. Sammis, Kansas City, the merchandise division created a committee to take steps toward formation of a State commission for supervision and control in Missouri. The committee was instructed to investigate and to submit recommendations covering enactment of suitable legislation in the State.

O. W. Thomas, the Missouri association's president, opened the business session and was followed on the program by Col. G. H. English, of the Missouri Public Service Commission; Mr. Erickson; Sidney A. Smith, Chicago, president of the merchandise division of the A.W.A.; Wilson V. Little, Chicago, general secretary of the A.W.A., and others. Wilson Collin, Chicago, manager of the National Furniture Warehousemen's Association's Allied Van Lines, Inc., was among those who participated in the household goods discussions.

Membership in the Missouri W. A. was reported to be showing some increase notwithstanding the business situation. The organization was described as being in a stronger position and looking forward hopefully toward normalcy. St. Joseph was selected for the next meeting, in April.

"MassWA" Meeting

ALBERT F. RUBY, secretary of the Massachusetts Furniture and Piano Movers Association, spoke on the recent activity in that organization, particularly in reference to its alliance with the Boston Better Business Bureau, at the November meeting of the Massachusetts Warehousemen's Association, at the Ex-

change Club in Boston on the 15th. Samuel G. Spear, Boston, president of the Massachusetts W. A., was in the chair.

In the business meeting, C. E. Nichols reported unofficial advice from Washington that all bids for the Squantum Base had been rejected.

The president appointed as delegates to the New England Conference, parent body of the New England Council, at the Hotel Statler, Boston, on Nov. 17 and 18, Messrs. Spear, Stephen H. Whidden and Charles E. Nichols.

Secretary Olin M. Jacobs, Boston, was instructed to call an early meeting of household goods members for discussion of the question of support of the Better Business Bureau program.

—C. Frederic Wellington.

Southern W. A. Elects R. B. Young, Savannah, as President for 1933

WAREHOUSEMEN of the South reported an upturn in business at the annual convention of the Southern Warehousemen's association, held at Knoxville on Nov. 18 and 19.

The association also reported a gain in membership. "We lost three members during the year, but we are taking in ten new ones at this meeting," reported John E. Dupes, Knoxville, membership committee chairman.

The attendance at the meeting was disappointing. Where 100 had been hoped for, the actual registration was only 39. The association has thirty-eight affiliated firms in nine States.

Elmer Erickson, Chicago, general president of the American Warehousemen's association, and Martin H. Kennelly, Chicago, president of the National Furniture Warehousemen's association, sent telegrams.

Mr. Kennelly's wire emphasized the "steady influence of associations such as yours."

Mr. Erickson in his message said:

"If with you I could philosophize for the moment, I should like to take stock of ourselves as warehousemen that we might better prepare ourselves for working out solutions of many problems inherent in the present depression and which directly and indirectly affect all of us.

"Provided our service and charges are right, nothing can be more injurious to our industry than the 'dog eat dog' policy which attempts to put competition out of business by cutting prices. This is short sighted selfishness. Neither can we improve our position so long as we allow users of our service to dictate their own rates and terms. With all other industries, we have to realize that price chiseling must stop if legitimate business shall be permitted to serve, and there shall be a normal recovery. Let us have pride in our vocation and service we render. Let us fight to maintain high standards. We can hold public confidence, patronage, secure our share of prosperity and defeat unfair competition only by being better salesmen in presenting our

service to the public, by going more than half way in enlisting the goodwill of the non-cooperator, who is either selfish or too busy with his own affairs to know what is happening in this world, his own community, and even his own business.

"You gentlemen of the Southern Warehousemen's Association, and local organizations comprising it, are to be commended for assuming a share of responsibility which rests with trade associations and individuals such as promoting organized intelligent leadership not only for sound business reasons but in recognition of the trust imposed in you by the public. In meeting to treat with your problems, you will be amply repaid.

"Let each member take back to his home city the cooperative spirit manifested by the association, and may he assume responsibility for leadership in developing fair competition and better service."

Underlying the convention speeches was the concern over the southern railroads' proposed exception to Rule 23—a development which would permit the carriers to act as consignees' agents for distribution of carload freight. A wire received from the president of the Southern Freight Association said the latter's executive committee had not yet acted on the request by the warehousemen that the railroads abandon their proposal.

Officers for the new year were elected, with R. B. Young, president of the Southeastern Bonded Warehouses, Savannah, president. (The personnel of the new board was published in the November *Distribution and Warehousing*.)

The board will select the next meeting place. C. F. Brooks, Richmond member invited the group to his city.

Mrs. Lorena W. Coop, Atlanta, executive secretary, reported that during her vacation she visited sixty distributors and inspected twenty-five warehouses. The distributors, she said, looked with favor on a warehouse which observed the following:

1. A clean, systematic office.
2. Stock carefully placed.
3. Old stock moved first.
4. Reports sent promptly.
5. Standard forms used.

George D. Lentz, Winston-Salem, N. C., reported on the question of warehousemen operating motor freight terminals.

"We went into the business for our own protection," he said. "At present we take care of nine motor freight lines and make out all bills for them. I believe motor freight terminals will eventually be required in every city by legislation of the States."

He issued one word of caution to those operating terminals: "Watch for concealed damages, for which you will be held responsible."

Terminals can operate pick-up and delivery trucks much more economically than can individual lines, he pointed out.

In the reports of both the Insurance and Accident committees, the point was stressed that insurance rates had gone

up 15 per cent. C. F. Brooks, in reporting on claim and accident prevention, remarked that the firm of one of those present "has the best record in the United States for few accidents over a period of fifteen years." He was alluding to the Carolina Transfer & Storage Co. of Charlotte, N. C.

Mr. Wilkinson, in reporting for the Laws & Legislation committee, pointed out the manner in which long-distance truck owners are handicapped in every State by restrictive laws. He advocated Federal control of interstate truck lines. "Motor truck transportation is here to stay," he emphasized, "and there should not be a fight between the railroads and the motor trucks."

Paul B. Dodson, Knoxville, reporting on Storage, deplored the attitude of apartment and house owners in letting people remain on in apartments long after the rent is past due. While the size of the average storage unit is smaller than it was, Mr. Dodson did not believe that a reduction in rates would bring in much more business.

George D. Lentz, Winston-Salem, pointed out that more manufacturers were doing their own delivery and pick-up service, and the warehousemen must find ways of increasing revenue to offset that. Storage of household goods had shown a decrease, he said, because finance companies were not foreclosing very fast. After they found that the home loan bank law will not materially benefit their cause, he predicted, finance companies would become more exacting.

Sidney A. Smith, Chicago, president of the merchandising division of the American Warehousemen's association, made a talk on the closing day, emphasizing that the duty of the warehouseman to his customer is "to give the same care as the owner would give," and to "maintain an enthusiastic faith in his own business."

The convention closed with a dinner dance and ball at the Andrew Johnson hotel, where all the sessions were held, while several members remained over the next day, Sunday, for a trip through the Great Smoky Mountains National park, of which Knoxville is the gateway.

Meetings of the Allied Van Lines and of the Aero-Mayflower Transit Co. were held after the close of the association convention sessions.

—H. F. Hoss.

King Reelected by Central N. Y. Group

The Central New York Warehousemen's Club held its annual meeting on Nov. 19 at the Hotel Utica in Utica and reelected its officers:

President, Ray M. King, president King Storage Warehouse, Inc., Syracuse.

Secretary, William J. Connor, secretary Flagg Storage Warehouse Co., Syracuse.

Treasurer, K. G. Schuman, treasurer Great Northern Warehouses, Inc., Syracuse.

Southern and Colorado and Central New York Elect Leaders



Left: R. B. Young, Savannah, new president of the Southern Warehousemen's Association. Center: James F. Duffy, Denver, reelected president of the Colorado Transfer & Warehousemen's Association. Right: Ray M. King, Syracuse, again elected president of the Central New York Warehousemen's Club

**Proposed State Legislation
on Truck Operation Approved
by Central Illinois Group**

AT THE fall meeting of the Central Warehousemen's Association of Illinois, held in Moline on Oct. 24-25, a report was adopted which was submitted by a special committee—headed by Fred W. Boehl as chairman—proposing new State legislation to meet existing motor truck problems. These are the features:

1. Regulation of every highway motor vehicle operator who transports property or persons for hire or not for hire, who is not in fact a common carrier.
2. Regulation and supervision of all operators and regulation of the number of vehicles that may be operated on any given highway, in order to conform to public safety and to assure highway maintenance.
3. Maintaining of records by operators of certain classes.
4. Classification of all operators according to types of business, and taxation of them accordingly; rather than taxation based on size and type of vehicle.
5. Taxes to be based on actual tonnage hauled and miles traversed; rather than a blanket tax which does not take into consideration the miles of operation when not under load or when load is constantly diminishing.
6. Requirement that all operators secure permits.
7. Publication of rates of charges for services rendered.
8. Adequate bonds of indemnity, or full insurance coverage, for all operators.
9. Regulation of hours of drivers and helpers.
10. Provision that out-of-State vehicles operating in Illinois be under same

supervision and regulation as those licensed by Illinois.

11. Changes in commerce commission law to make it adequate for proper regulation of vehicles operating as common carriers.

The findings of Buell G. Miller, Philadelphia, Pa., as chairman of the packing committee of the National Furniture Warehousemen's Association, were approved; and the Illinois group authorized creation of a special committee to furnish the Miller committee with accurate information.

John F. Huey, Moline's mayor, and Bruce Randall, on behalf of the Moline Association, welcomed the twenty-three delegates, and William J. Cronin, secretary of the Tri-City Manufacturers' Association, discussed the dole system.

The next meeting will be held at Joliet on Feb. 13 and 14.

**Mayflower W.A.
Adds 7 Members**

ANNOUNCEMENT is made by E. S. Wheaton, Mansfield, Ohio, secretary-treasurer of the Mayflower Warehousemen's Association, that the following firms have been added to the membership:

- A. A. Star Transfer Co., Aberdeen, Wash.
- American Transfer & Storage Co., Dallas.
- Eltringham Moving Company, East St. Louis, Ill.
- Fireproof Storage Co., Inc., Savannah.
- Miller Moving & Storage Co., San Francisco.
- Star Commercial Moving & Storage Co., Tacoma, Wash.
- Western Van & Storage Co., Berkeley, Cal.

**Colorado Association
Reelected J. F. Duffy,
of Denver, President**

THE Colorado Transfer & Warehousemen's Association held its annual meeting on Nov. 19 and elected officers as follows:

President, James F. Duffy, Duffy Storage & Moving Co., Denver.

James P. Logan, owner Logan Moving & Storage Co., Denver.

Secretary, B. F. Hough, vice-president Amick Transfer & Storage Co., Denver.

Treasurer, William H. Buehler, president Buehler Transfer Co., Denver.

Directors, R. V. Weicker, president Weicker Transfer & Storage Co., Denver; E. E. Ridgley, South Side Moving & Storage Co., Denver; and Charles McMillan, president McMillan Transfer, Coal & Storage Co., Fort Collins.

The possible organization within the association of a cooperative plan, to be handled through subsidiary companies, whereby most of the service costs of local and long distance hauling might be eliminated was proposed by James P. Logan, who suggested this as a remedy for the evils of destructive competition.

"Profits would be made possible for the legitimate operator through the ultimate retirement of deficient equipment now competing with the modern hauler," Mr. Logan said. "The amalgamation of the balance of equipment into one centrally controlled operative unit would cut costs and speed operation."

He gave illustrations of how this cooperative phase is coming to the front in other industries. The notable example was the action of Denver retail stores in disposing of their delivery fleets in favor of a centralized distribution plan. The Swift Moving & Storage Co., Denver, pioneered this local movement with the se-

curing of several large store contracts.

The plan provoked a lengthy and interesting discussion.

President Duffy outlined the program of the association for the coming year, highlighting the necessity for continuous warfare against cut-rate competition. Increasing the safety factor also would be a major point in the program, he stated.

The association adopted a plan for additional revenue during the coming year by moving to establish what will be known as a "Denver Moving List," the compilation of which will be under the management of James F. Rowan, executive secretary of the association. The distribution of lists by members to persons outside the industry will be discontinued. The executive office will release the complete lists and secure the revenue which formerly went to private dealers in such information.

E. M. Brillhart, secretary of the Highway Protective Association, an organization controlled by the railroads, suggested a joint meeting of the two associations on legislation. The Colorado group appointed a legislative committee of three to confer with the protective organization—James P. Logan, Robert V. H. Work, and Mr. Rowan.

The *Colorado Motor Carrier*, official publication of the Motor Traffic Protective Association, an organization recently formed and embracing a membership of all fields interested in transportation problems, will make its first appearance in December. It will be edited by Mr. Rowan.

—Wilfrid Redmond.

N.Y. Port Body Foresees Harm to Warehousing if Ship Canal in the St. Lawrence is Built

THE Warehousemen's Association of the Port of New York at its meeting on Nov. 15 adopted a resolution, a copy of which has been sent to the chairman of the Senate committee on foreign relations, at Washington, declaring the association "is unalterably opposed to the ratification by the Senate of the United States" of the proposed treaty between the United States and Canada for joint development of the water power of the St. Lawrence River and construction of a ship canal.

The lengthy memorial contends that "the opening of this trade route from Duluth on Lake Superior to the Atlantic Ocean will divert freight and passenger traffic from the railroads, waterways, bus systems and warehousing facilities of the United States;" and that Atlantic seaboard commerce, particularly that of New York, "will be seriously and vitally impaired, and the volume of merchandise seeking protection of warehousing materially reduced, thereby destroying large industrial investments that for many years have contributed to the support of national, State and municipal governments."

The resolution states that the Port association will "favor every forward step" that will benefit the people and

will approve of "any progressive national policy which does not reflect against public weal or endanger the supremacy of our communities or the investments of our citizens," but it calls on the Senate foreign relations committee to survey the aspects of the treaty and their "probable deleterious effect upon developed and undeveloped commerce" before taking any action which might enable foreign manufacturers and others "to undersell American products in the markets of the world."

Containers Discussed by Connecticut Group

CONSIDERATION of containers and of rates for hauling, unpacking, storage and labor on crated or container-packed furniture featured the November meeting of the Connecticut Warehousemen's Association, at the Hotel Taft in New Haven.

Edgar C. Palmer, New Haven, secretary, and chairman of the standing committee on containers, led the discussion, in which it was brought out that railroad companies were ready to make additional concessions to develop container business.

Mr. Palmer stated that 400 cu. ft. containers can be built which can be carried in a furniture van, and gave it as his opinion that this procedure should be followed wherever possible because many furniture warehouse companies have no open equipment on which to carry large containers. In some cases, Mr. Palmer said, container shipment can be made at rates below trucking over distances as low as 300 miles.

Presentation of a schedule of rates prepared by Buell G. Miller, Philadelphia, Pa., to make possible exact estimates on door-to-door handling of furniture shipped by rail, precipitated a lively discussion. The schedule, it was stated, was being used by the Philadelphia association; and also that it was the hope of N. F. W. A. officers that similar schedules could be interchanged throughout the country.

C. A. Moore, Bridgeport, who was elected president at the October meeting, reappointed the three standing committee chairmen for the coming year. These are, in addition to Mr. Palmer (containers), John W. Connelly, Hartford, mothproofing, and E. W. Schultz, New Britain, insurance.

Mr. Connelly, who as first vice-president, presided over most of the session because of a throat ailment which affected President Moore's voice and caused him to relinquish the gavel early in the evening, stated that his committee was continuing its investigation of various mothproofing preparations, but was unable as yet to make any definite recommendations.

President Moore announced that a portion of the December meeting would be devoted to discussion of merchandise warehousing problems.

Discussion of a proposal for a New

England-wide warehousemen's association to include the existing Connecticut and Massachusetts groups was deferred until a later meeting because there had been insufficient time since the initial proposal to determine sentiment throughout the area. The project will be given serious consideration in the near future, it was indicated.

—Charles B. Barr.

Honolulu Company Enters New Home

When the Honolulu Construction & Draying Co., Ltd., recently removed to its new four-story steel and reinforced concrete fireproof building, the event climaxed the growth of twenty-four years by this company. It is said to be the first completely fireproof warehouse structure in the Territory. Meanwhile the company, capitalized in 1908 at \$15,000, has grown to such proportions that recently it was necessary to increase its capital stock to \$500,000 with permission to increase it to \$1,000,000.

The new warehouse has 45,266 square feet of storage space. The ground floor measures 84 by 184 feet. The building is equipped with elevator service capable of lifting the heaviest trucks, as well as passenger elevators for the convenience of patrons and employees, and has a modern sprinkler system throughout.

The offices are finished in black, silver and soft gray-green and are 59 by 60 feet on the main floor and 40 by 60 on the mezzanine floor. All first floor windows have chromium-plated sills and sashes, while the doors are a steel blue with chromium stripes. Rear openings have steel-coiled shutters. Outside finish is of light stone color.

On the outside of the building is a huge electric sign, especially built to conform with the building in color and size, reading simply "STORAGE."

Storage space on the first floor includes a large truck room and a packing room. The second floor is divided into small groups, for the storage of household effects and furnishings. The third and fourth floors are utilized for the storage of larger objects, such as automobiles. Tenants who use storage space may have office space on the first floor.

Opposite the building is the garage and machine shop, for maintenance of the 248 trucks, tractors, etc., used by the company. Also here is a large storage yard.

The company handles about three-quarters of all the freight taken from the docks of Honolulu. About 30,000 tons of merchandise and freight is handled monthly.

Cadillac Terminal

The Cadillac Storage & Transfer Company, Cadillac, Mich., has arranged with motor truck lines entering the city to establish a terminal at the firm's warehouse at 607 Wood Street. This gives the Cadillac company from 12 to 24 hours' service to all parts of Michigan.

Demurrer and Reply Are Filed in Newark Army Base Situation

DISTRIBUTION AND WAREHOUSING'S
Washington Bureau,
1157 National Press Building.

ADDITIONAL legal steps in the fight of the New York Warehouse, Wharf & Terminal Association, Inc., to compel Secretary of War Hurley to cancel the lease of the Newark Army Base to the Mercur Trading Corporation, were taken in November.

Those which had occurred up to press time were the filing, by the petitioners, of a demurrer to Secretary Hurley's answer; and filing by Assistant U. S. District Attorney John J. Wilson of a memorandum in opposition to the demurrer. Both are technical legal documents concerned with the question whether mandamus can issue.

The petitioners' demurrer declared that Secretary Hurley's answer was "bad in substance," and renewed the allegation that the Secretary of War had no authority to execute the agreements

Bulletin

As this issue went to press information came from the Washington Bureau of Distribution and Warehousing that the demurrer of the New York Warehouse, Wharf & Terminal Association, Inc., would be orally argued in the District of Columbia Supreme Court on Nov. 29. A report of this argument will be published in *Distribution and Warehousing* for January.

—S. R.

with the Mercur Corporation and that they should be cancelled.

Mr. Wilson, on the other hand, contended that the suit should be directed against the United States, because the acts complained of were done by Mr. Hurley in his official capacity and were matters within his discretionary power. He said the petitioners had not sufficient legal interest to maintain the action, and he asked its dismissal.

Attached to Mr. Wilson's memorandum was a very interesting letter written by Comptroller General J. R. McCarl to Secretary Hurley on July 15, 1932, and not hitherto published, calling on Mr. Hurley to abrogate the lease with the Mercur Corporation.

The letter was produced by Mr. Wilson to refute the petitioners' assertion that Mr. McCarl held the agreement had been entered into without authority. Mr. Wilson said the letter did not make such a ruling.

The McCarl letter recalled, however, that on July 7, 1929, "this office took the position that there was no authority of law for leasing except for cash rental."

The Judge Advocate General of the Army subsequently reached a different conclusion.

"This office did not and has not receded from its position in the matter,"

Mr. McCarl said, pointing to an Act passed at the last session of Congress providing that, in future, no leases of Government property shall be made except for money consideration. He regarded this Act as a confirmation of his position.

"While the lease in question was entered into prior to my decision of July 7, 1929," Mr. McCarl said, "which has now been confirmed by a specific statutory provision, it is believed that consideration should be given to the exercise of the reserved right to cancel this contract, particularly in view of the War Department's determination, with which the contractor has agreed, that there was an attempt to deprive the United States of \$83,701 revenue accruing for storage of sugar and the report of the customs service to the effect that it had been established that there was an evasion of the customs laws and that the United States Attorney had under consideration the advisability of the institution of criminal proceedings against the Mercur Trading Corporation because thereof."

The sugar storage incident referred to by Mr. McCarl was the now celebrated arrangement between Mercur and Craig & Co. According to the Comptroller General's letter, Secretary Hurley, in a letter to him on July 10, 1932, admitted that Mercur entered into the Craig contract and "attempted to secure the acceptance of a method of accounting which would have deprived the Government of \$83,701." Mercur finally cancelled the Craig contract, Mr. McCarl said, and took credit for \$47,980, "presumably for repairs," with a balance of \$35,721 to be paid the War Department.

The evasion of the customs laws referred to by Mr. McCarl occurred from October, 1931, to January, 1932, according to a report from the custom service quoted by the Comptroller General. During this time, the report said, the Dyal Produce Co. withdrew a large quantity of Canadian potatoes stored in the Mercur warehouse in bond, substituting domestic potatoes.

During the week of Feb. 15, 1932, a physical inventory was taken by customs officers of all imported potatoes at the

(Concluded on page 47)

Connection Wanted

By warehouse executive. Fourteen years' experience as general manager of large storage and transfer company.

Merchandise and household goods experience. Have proven record as business producer. Personal acquaintance with national accounts.

Aged 40. Alert and aggressive. Married. Go anywhere.

Address Box F-478, care of *Distribution and Warehousing*, 249 West 39th Street, New York City.

Foods at Lowest Ebb in Keystone Cold Storage

Less food is in the cold storage warehouses of Pennsylvania today than at any time since the records were required beginning in 1915. With the exception of butter and mutton, a sharp reduction in the quantity of stored food, as compared with a year ago, is reported to the Keystone State's Department of Agriculture by the sixty-eight licensed cold storage depositories. In several instances the reduction amounts to more than 50 per cent. At the beginning of October food in cold storage amounted to 33,494,135 pounds.

The quantity of fish, beef and veal sets new low records, while the number of eggs in storage is some 5,000,000 dozens less than a year ago. The amount of eggs out of shell held in storage was almost a negligible one in 1915, but since that time the increasing use of broken eggs in the bakery trade has resulted in the storage holdings jumping almost tenfold. The peak was reached in 1930, but there has been a gradual falling off since that year.

In 1915 reports showed the total of cold-stored foods in the State was 39,240,879 pounds. The greatest quantity of cold-stored foods ever reported in this State was for September, 1930, when the total weight was 52,686,113 pounds.

This Display Tells a Tale and Wins Business

FRED E. KUNKEL

WHEN you have influential and prominent men on your board of directors, or who have a very active interest in the management of the business, more particularly the storage and warehousing business—

Advertise it!

At least that is the business-building thought of the Federal Storage Co. in Washington, D. C.

As you step into the lobby of the Federal's building and look around, in one corner is unobtrusively yet nicely presented a framed sign, mounted on an

easel stand, which reads "Our Management Officers" and is followed by a list of names of "who's who" in Washington, from the president on down to the assistant secretary, and under that a list of the board of directors.

This is not only business foresight but it is also good advertising, and does that for the public something which nothing else will do half so well—build confidence and create good will.

It makes people feel that "this is the proper place to store" their household goods.

Hickey Tells the I.C.C. Warehousing Threatened by Railroad Competition

(Concluded from page 10)

classed as shippers within the meaning of Federal laws.

Section 13: "Section 20a of the Interstate Commerce Act has not restrained investment of railroad capital in facilities used for trade activities." Holding that the warehouse industry is "now confronted with unnatural competition of costly commercial warehouse enterprises, not needed, which were created by the improper use of railroad capital and railroad credit," Mr. Hickey suggests that the Commission recommend that Congress amend Section 20a of the Interstate Commerce Act so as to place statutory restraint on all investments and expenditure by common carriers for purposes of trade activities.

Section 14: "The motion to extend this investigation to cover storage practices at other ports should be denied." Recalling that this motion originated with the Port of New York Authority and was concurred in by the merchandise division of the American Warehousemen's Association, Mr. Hickey declares that "the motion is intended to prolong this investigation indefinitely and postpone the decision for years" and that it "seeks to shrink this investigation into a mere comparison of the practices and charges at the several ports." He adds:

"The principal issues in the case at bar are based on acts and conduct of the trunk lines that are unlawful *per se* and are violative of the statutory rights of individual warehouse companies. Such acts and conduct cannot be excused or justified by any comparisons that are relevant in showing locality or community discrimination."

(The Port of New York Authority, in its brief filed late in November, renewed its motion that the scope of the investigation be broadened to include all the Atlantic and Gulf ports.)

Section 15: "The trunk lines have not justified their unlawful practices and conduct." The more important facts, Mr. Hickey holds, "stand undisputed"; the evidence of unjust discrimination, undue prejudice, etc., "stand uncontradicted and, insofar as we have observed, unrefuted." Shippers and others who have been the beneficiaries of the practices described have not defended those practices, he asserts, and have not sought to have them continued, and "this absence of justification is very significant."

"An Afterthought"

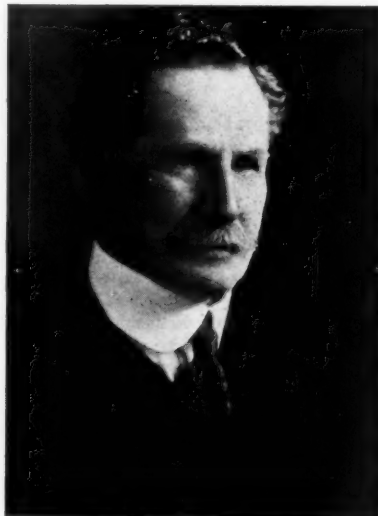
Calling attention to mention, by a respondent's witness, of competition by motor truck as an extenuating circumstance, Mr. Hickey characterizes this as "an after-thought for purpose of defense."

Alluding to storage practices at ports other than New York, the attorney says that "the alleged competition of other ports, a fetish of many years, has been

used as a subterfuge to justify and excuse unlawful conduct at the Port of New York which is untenable under the regulating statutes."

Mr. Hickey holds that the carriers' investment of large sums in warehouse construction "cannot be urged for the purpose of obtaining a decision differing from the decision compelled by the regulating statutes in the absence of such investments," and he comments that the complaining warehouse interests "are not blamable for the improper investments" and "such improper investments will not serve as a license for continuance of violations."

Birthday



Seventy-eighth milestone for Clarendon Smith, president and treasurer of Smith's Transfer & Storage Co., Washington, D. C.

Navy Turns Down Offer for Operation of Victory Plant

Secretary of the Navy Charles F. Adams has rejected bids for the Victory plant at Squantum, Mass., as a storage space, according to a telegram sent by Representative John W. McCormack to the Dorchester (Mass.) Board of Trade.

Warehousemen have opposed the leasing of tax-free Government property on a basis which places it in unfair competition with enterprises which bear all of the usual costs incident to private business, such as taxes, interest, depreciation, insurance, and return on individual capital.

The Dorchester board of trade has vigorously protested leasing of the plant for storage purposes, contending that the property should be restricted to non-competitive uses.

Haring on Consignment Selling
Page 11

Position Wanted

ON September 1, 1932, I severed my connections with Miller North Broad Storage Company, Philadelphia, where for eighteen years I served as General Manager.

I would like to make connection with household goods warehouse in any part of the country.

Personally acquainted with majority of U. S. and Canadian firms.

Unqualified references.

J. L. Tomlinson, 1302 W. Somerset Street, Philadelphia, Penna.

King Heads Booster Group

Ray M. King, president of the King Storage Warehouse, Inc., Syracuse, N. Y., has been named by the Syracuse Chamber of Commerce to act as chairman of a "Big 150 Committee" to which has been assigned the job of boosting the city and broadcasting the advantages which Syracuse has to offer to manufacturers, distributors and others in the way of locations for factories, branch offices, etc.

Members of the committee include also William J. Connor, secretary of the Flagg Storage Warehouse Co., and Myles Sullivan, secretary of the Syracuse Furniture Forwarding Co., Inc.

Austin Exempts Certain Products from Taxation

By a unanimous vote the city council of Austin, Tex., has stricken from the city ordinance the sections levying a city tax against any kind of agricultural commodities stored in Austin, either in public warehouses or cold storage plants.

According to Mayor McFadden this was deemed desirable in order further to aid farmer and producer and to help hold the city as the center point of shipping for central Texas. Several other cities in Texas have no taxation against stored commodities held for shipment to other points and it was learned that much of the products which might be shipped from Austin were going elsewhere.

The new ruling removes all farm products, hides and cattle, pecans, fruits, vegetables, produce of poultry and truck gardens or like nature, from city taxation whether they be stored either in public warehouses or cold storage plants and held over Jan. 1 until later in the year 1933 before shipment to other markets.

New Ohio Firm

The Ora Stafford Transfer & Storage Co. has been granted articles of incorporation to do a warehouse and trucking business in Springfield, Ohio. The firm is capitalized at \$1,000 and is authorized to issue 250 shares of stock. The incorporators are Ora Stafford, Ella Stafford and Marie E. Lauer.

Demurrer and Reply Are Filed in Newark Army Base Situation

(Concluded from page 45)

Mercur warehouse for account of the Dyal Produce Co., the customs report said, as a result of which 7,022 bags were found to be in excess. When brought to the attention of the parties concerned, the report continues, it was said the potatoes were duly paid.

According to the customs service the Government had evidence to controvert that statement, and the potatoes were seized and sold by the Government.

About a week prior to the sale the Mercur Corporation was notified that the potatoes were forfeited to the government and were to be sold by the U. S. marshal, the report said. Despite this notice an attempt was made to remove part of them and approximately 100 bags of an inferior grade of potatoes, rotting and in torn bags, were substituted. It then became necessary to assign customs guards to the warehouse 24 hours daily to prevent further removals, the report said.

The Potato Case

The facts in the potato case, according to the customs report, have been submitted to the United States Attorney and "consideration is now being given to the advisability of naming the Mercur Trading Corporation a party defendant in an indictment with a view toward the probability of successful prosecution as to the Mercur Corporation."

The War Department has officially determined these acts to be contrary to the terms of the lease and to the prejudice of the United States, according to Mr. McCarl, a determination with which Mercur has agreed.

Nevertheless, Mr. McCarl said, the War Department transmitted to him the contention of Mercur that the potato case "does not in any way reflect to the discredit of Mercur nor affect its integrity for better business methods."

—Stephens Rippey.

Produce Warehousing in Central New York

The Newark Cooperative G. L. F. Service, Inc., has been incorporated, with capital of \$25,000, in Ithaca, N. Y., to do a produce warehousing and trucking business. The incorporators are E. Victor Underwood, 203 Ithaca Road, and W. D. McMillan, Seneca Building.

The same interests have organized other companies of similar character to operate in neighboring cities, and each capitalized at \$25,000, as follows:

Arcade Cooperative G. L. F. Service, Inc. Adams Cooperative G. L. F. Service, Inc. Owego Cooperative G. L. F. Service, Inc., Owego. Remsen Cooperative G. L. F. Service, Inc., Laconia Cooperative G. L. F. Service, Inc. Newark Valley Cooperative G. L. F. Service, Inc., Newark, N. Y., and vicinity.

File Applications With Franklin D. Roosevelt

AND speaking of early birds—

A Washington, D. C., moving company on Nov. 18 telephoned E. Claude Babcock, secretary of the Civil Service Commission, asking for a list of "higher-ups" who would be quitting their jobs with the change in the National Administration March 4th next.

"You'll have to ask Governor Roosevelt that one," Mr. Babcock told the inquirer.

A Hoover Backer Makes Good



AT the left, a man who bet on Roosevelt—Arthur C. Smith, vice-president of Smith's Transfer & Storage Co., Inc., Washington.

At the right, Wilbur Gray, prominent Washington attorney, who bet on Hoover.

Mr. Gray is paying his bet, made two weeks before the national elections. Mr. Gray is wearing Miss Democracy's pantaloons and is pausing in his promenade down one of Washington's principal thoroughfares. The crowd of a thousand followers included photographers.

Partner Wanted

LEADING old established fireproof warehouse has splendid opening for partner who can furnish capital and will take active interest in business.

Address Box K-889, care of Distribution and Warehousing, 249 West 39th Street, New York City.

I. C. C. Investigates Crane-Handled Freight in N. Y. Port District

DISTRIBUTION AND WAREHOUSING'S
Washington Bureau,
1157 National Press Building.

THE Interstate Commerce Commission, acting on petition of the Brooklyn Eastern District Terminal and the Jay Street Terminal, Brooklyn, has instituted an investigation into the "lawfulness and propriety" of the present rates, charges, rules, regulations and practices governing the handling of freight by cranes, derricks and like equipment within the New York harbor district.

The inquiry is Part 2 of Docket 25000, in the original decision on which the Commission ordered the railroads to publish a uniform charge of 50 cents per ton, minimum \$5 per shipment, for loading and unloading services with cranes and similar equipment.

Tariffs were filed by the railroads on Oct. 22 in purported compliance with this order, but were objected to by the Brooklyn Eastern District Terminal and the Jay Street Terminal because they provided for exemption from the charges of shipments weighing less than 1,000 pounds when handled from or to lighters and car floats, but did not provide exemptions when handled through contract terminals.

Despite the contract terminals' objections, the Commission permitted the tariffs to become effective; and a subsequent petition was filed by the terminals, asking an investigation.

Scope of Inquiry

The Commission's present order confines it to an inquiry into the railroads' rules, regulations, charges and practices (1) as applies to packages or pieces of freight weighing less than 1,000 pounds and (2) as applied to each pick-up or delivery.

John F. Finerty, counsel for the protestants, contends that the tariffs directly contravene the Commission's original order, which provided for a minimum charge of \$5 for each shipment. The tariffs provide for a minimum of \$5 for each pick-up, which results in handling l.c.l. shipments without applying the minimum charge, according to Finerty.

The result of the exemption from the minimum charge of freight weighing less than 1,000 pounds handled from and to car floats and lighters, Mr. Finerty contends, is that traffic is diverted from the Brooklyn Eastern District Terminals either to lighters or car floats or to trucks. The loss of revenue to the contract terminal, Mr. Finerty says, averages \$10,000 to \$12,000 per month. The result to the Jay Street Terminal, he says, is "proportionately serious."

Mr. Finerty says that 90 per cent of the traffic handled by crane at the port of New York weighs less than 1,000 pounds.

The Commission scheduled a hearing on the reopened case for Nov. 28 at Washington before Examiner O. L. Mohundro and Commissioner Charles D. Mahaffie.

—Stephens Rippey.

Little and Southern Group Protest to Rail Executives Against Rule 23 Exception

(Continued from page 19)

house enables the manufacturer to stock and distribute his goods in places where he could not otherwise do so. Upon this service the ultimate success of the warehouse depends. For many years the manufacturer has depended upon the warehouseman to perform this service, a part of which has been the unloading, sorting and delivery or re-forwarding of

his merchandise. The warehouseman has acquired special facilities for this work. He has built up a special organization about it.

"One phase of the situation, which I believe the railroads have not thoroughly considered in their plan for performing this service, is their capability of performing this service—and other services—as well as the warehouseman right off the bat. Maybe they can build an effective organization and please the manufacturer in the brief period of a few months—and then again, maybe they cannot.

"Let us consider some of the services which the railroad, attempting to unload, sort and distribute merchandise to the consignees of the manufacturer, would probably be called upon to perform.

"Some consignees would not come for their goods in the 36 or 48 hours allowed them free of terminal charges. Here are plenty of opportunities for confusion. Manufacturers might want their goods distributed and charged to consignees. Other manufacturers might want the railroads to collect for their goods as delivered. Still others might want collections on some goods and charges for other bills of lading. This unloading and distributing business is not so simple as on first sight it might appear.

Custom

"All of these are problems with which the warehouseman is familiar; not so the railroads, which would be entering a new and extremely difficult field. And, incidentally, not only will it be difficult to wean manufacturers away from accustomed trade routes, but at the first slip-up in the organization, the manufacturer will be more than likely to return to his old love—the warehouseman.

"After all, as I indicated at first, the railroad, as the warehouseman, must be the servant of the manufacturers in this work. If the manufacturers demand that the pool cars be turned over to the warehouseman for this service, there is nothing that the railroads can do but turn them over. I think that, when the railroad officials stop to consider some of the difficulties in the proposed plan of action, they will be convinced that some other way must be found of meeting truck competition. That the competition is serious, I will admit. But this plan does not affect the most serious angle to truck competition, which is the private carrier. And it penalizes the innocent bystander—the warehouseman—without serving any effective purpose."

Other Spokesmen

Mr. LaHatte presented a detailed report on pool cars, showing that fewer than 5 per cent were shipped by truck and all sent by shippers. He aroused considerable interest among the railroad executives and answered numerous questions about the truck business as connected with public warehousing.

Mr. Sebold went into the subject of costs of unloading, sorting and reforwarding pool car loads. He attacked the 2½ cent per 100 pounds charge proposed for this service, stating that the work involved could not be done at a profit, either by the railroads or the warehouse companies.

The final summing up of the case for the warehousemen was left to Mr. Wilkinson, who said:

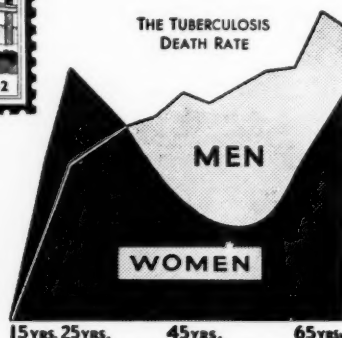
"Ever since I entered the transfer and storage business I have always received the fullest measure of cooperation and support from the railroads of my community and I still do not believe they would intentionally enter into competi-

(Concluded on page 50)



Flatten the Peaks

Needlessly, year after year, tuberculosis takes its great toll. No other disease kills as many persons in the most productive period of life—15 to 45. Examine the peaks. Startling? Yes, for tuberculosis can be avoided and cured. Help flatten these peaks. Your health tomorrow may depend on your assistance today.



THE NATIONAL, STATE AND LOCAL
TUBERCULOSIS ASSOCIATIONS
OF THE UNITED STATES

BUY CHRISTMAS SEALS

**Construction
Developments
Purchases, Etc.**

Alabama

RUSSELLVILLE—Keeton Bonded Warehouse is planning to rebuild a portion of its storage plant recently wrecked by fire.

Arizona

Tucson—Tucson Warehouse & Transfer Co. has awarded a contract for construction of a \$13,000 1-story warehouse on Seventh Street.

Florida

Jacksonville—Commodore Point Terminal Co and Strachan Shipping Co. are spending \$75,000 rebuilding two 1-story warehouses, each 100 by 135 feet, recently wrecked by fire.

Tampa—Clyde-Mallory Steamship Lines have approved plans for a \$60,000 1-story cold storage and pre-cooling plant, 60 by 120 feet, at its terminal at foot of Franklin Street.

Illinois

Chicago—Interstate Trucking Corporation has arranged for a coordinate rail-and-truck haulage service with the Chicago & Alton Railroad, the latter to carry the Interstate's trucks and trailers to East St. Louis, Ill., for unloading there to highways for travel under their own power.

Niles Center—Scully Storage & Transfer Co., Winnetka, has arranged for change in principal business office from Winnetka to 8109 Cicero Avenue, Niles Center.

Kansas

Morris—Atchison, Topeka & Santa Fe Railroad Co. has awarded a contract for a \$65,000 storage and freight terminal.

Kentucky

Ashland—Ashland Transfer Co has been granted permission to operate a motor freight line from Ashland to Louisville and vicinity.

Louisiana

Shreveport—Independent Ice & Refrigeration Co. has been acquired by new interests, headed by H. Spencer.

Shreveport—Southern Distributing Co., Inc., has changed its name to Winnfield Warehouse Corporation.

Massachusetts

Worcester—Northeastern Storage & Distributing Co. is understood to be completing plans for a \$600,000 6-story warehouse and freight terminal, 180 by 640 feet.

Michigan

St. Joseph—N. Slater Storage Co. has filed notice of company dissolution under State laws.

Missouri

St. Louis—Columbia Terminals Co. has awarded a contract for alterations and improvements to cost about \$22,000.

Nebraska

Lincoln—Hutchinson Refrigerator Lines is erecting a \$40,000 2-story and basement warehouse, 50 by 158 feet, at 20th and M Streets.

New Jersey

Kearny—Edward R. McGlynn, Newark, has been appointed equity receiver, in bond of \$25,000, for the Lincoln Terminal Corporation, Kearny.

Newark—Roemer Brothers Trucking Co. has awarded a contract for construction of a 2-story addition to its warehouse and garage building on Plane Street

New York

New York City—Carman Fire Proof Storage Warehouse has filed notice of dissolution under State laws.

New York City—Hegeman Transfer & Lighterage Terminal, Inc. has leased the entire building at 431 West 37th Street as a warehouse and distributing depot.

New York City—Merchants Refrigerating Co. has filed plans for extensions and improvements, estimated to cost \$200,000, in its 10-story refrigerating and cold storage warehouse at 501-521 West 16th Street.

Oklahoma

Oklahoma City—O. K. Transfer & Storage Co. has completed plans for a \$55,000 2-story storage and distributing terminal, 50 by 140 feet, with dock extension, 50 by 220 feet, at Washington Street and Webster Avenue.

Oregon

Portland—Public Market Co. is planning construction of a \$1,400,000 project to include a cold storage warehouse, 50 by 200 feet, and a dry storage plant, 100 by 400 feet, on Front Street.

Pennsylvania

Philadelphia—W. W. Kirby & Son, Inc., operating a motor trucking business at American and Spring Garden Streets, has leased a building being erected at 525-527 Callohill Street and will use it as a warehouse unit.

Pittsburgh—Kirby Transfer & Storage Co., Inc., has applied for permission to operate motor freight lines over highways within distances of 100 miles from Pittsburgh.

Pittsburgh—South Side Transfer & Storage Co. has applied for permission to operate a motor freight line to points within a radius of 25 miles.

South Carolina

Clinton—Home Ice Co. has plans for a \$30,000 1-story cold storage warehouse and ice plant.

Change in Keyser Personnel

Albert Merrill has resigned as treasurer of the M. A. Keyser Fireproof Storage Co., Salt Lake City, Utah, to devote his time to other interests.

P. F. Keyser, in real estate and insurance, has joined the Keyser organization as treasurer.

**New Incorporations
as Announced Within
the Storage Industry**

Arizona

PHOENIX—Central Transfer & Storage Co., 15 East Jackson Street. Household goods and merchandise warehousing and motor freight terminal. John B. Sloane is manager.

Arkansas

Stuttgart—Farmers & Merchants River Terminal. Terminal warehouse. Capital \$10,000. Incorporators, Jacob Hartz and W. W. Fuess.

California

Long Beach—Rosen Freight Forward & Trucking Co., 901 Pico Avenue. Organized with Glenn M. Campbell, 1030 South Plymouth Boulevard, heading the interests.

Los Angeles—Los Angeles Storage Co. (organized), 2520 West 9th Street. S. O. Eckstein, 2776 Francis Street, heads the interests.

Los Angeles—Wilshire Storage Co., 116 Southwestern Avenue. Organized by the Bekins Van & Storage Co., as an affiliated interest.

Illinois

Aurora—Suburban Deliveries, Inc., 260 South Highland Avenue. General storage and transfer business. Capital 200 shares of no par value stock. Incorporators, Elmer C. Harley, J. Benjamin and Paul V. Benjamin.

Chicago—Houdek's Motor Express, Inc., 804 South Cicero Avenue. Capital \$5,000. Incorporators, Harry J. Houdek, James V. Sweeney and Clarence Upham.

Chicago—McCarthy Fire Proof Warehouse Co., 2219-2221 Howard Street. Capitalization \$10,000. Incorporators, Harriet Greenberg, Opal Swiger and Coleman Lachlan.

La Grange—Steam-Motor Terminal Corporation, 122 North Catherine Street. Warehouse terminal. Capital not stated. Principal incorporator, William B. Townsend. Representative, Alfred W. Bosworth, Federal Building.

Indiana

Anderson—O. L. D. Forwarding Corporation. Capital 100 shares of no par value stock. Incorporators, O. L. Driskell and Everett E. McDaniel.

Kentucky

Louisville—Liberty Storage Co. Warehouse and trucking. Capital \$50,000. Incorporators, R. S. Scott, F. H. Burkel and W. H. Branch, 149 North Bayly Street.

Maysville—Home Warehouse Co. Storage warehouse and trucking service. Capital \$50,000. Incorporators, J. N. Tomlin, Jr., and M. C. Colliver.

New York

Brooklyn—Crown Warehouse & Storage Co., Inc. Storage warehouse and transfer. Capital \$1,000. Incorporators,

(Concluded on page 51)

Detroit Harbor Terminals to Emphasize Advantages of Waterways Development

DETROIT'S rapid development as a Great Lakes port city has never been more strikingly portrayed than by a recent heavy movement of marine freight over the dock operated by the Detroit Harbor Terminals, Inc., according to L. J. McMillan, vice-president of that organization.

Of eleven vessels loading and discharging cargo at this terminal during the week of Nov. 6, two were ocean freighters bound for British and European ports. One carried a full cargo of automobiles, products of the Chrysler Corporation, for London and Antwerp. The other steamed for France with 1,600 tons of pitch.

"This movement of export tonnage from the Great Lakes region," to quote Mr. McMillan, "presages the day when the proposed St. Lawrence waterway will have made such an occurrence a matter of daily routine. More to the point, however, is the suggestion it offers to shippers whose consignments move within the boundaries of our own country. The economic advantage of routing shipments to utilize the present Great Lakes-to-Atlantic channel is steadily becoming more apparent. This is borne out by the constantly increasing activity in our company's marine department."

With its modern warehouse, providing storage for all classes of general merchandise and perishables, its 12-acre yard storage and its direct rail, marine and highway connections, the Detroit terminal's plant takes its place among the most highly developed terminal facilities in the Mid-West.

Plant operation is under the direct supervision of H. D. Graham, vice-president, long experienced in warehousing and shipping and an authority in his field. Finances and accounting are in the capable hands of Mr. E. A. Barnett, secretary and treasurer.

Under Mr. McMillan's direction the company is launching an intensive drive to bring about a more thorough understanding of the benefits to be derived from water transportation. Through connections with rail lines and coastwise vessels the Great Lakes-to-Atlantic waterway may be utilized in connection with a large proportion of all consignments moving throughout the country. For this reason the officers of Detroit Harbor Terminals, Inc., expect to discuss this important subject with shippers in all sections prior to the opening of navigation next spring.

Engagement Announced

Mr. and Mrs. Milton Schwind, of Kansas City, Mo., recently announced the engagement of their daughter, Miss Merryl Susan Schwind, to Ralph Arthur Martin, son of Mr. and Mrs. Robert Andrew Martin, of Ann Arbor, Mich.

Formerly *Distribution and Warehousing's* editorial correspondent in Kansas

City, Miss Schwind for the past few years has been editor of *The Furniture Warehouseman*, Chicago, the official organ of the National Furniture Warehousemen's Association. She is a graduate of the University of Colorado, where she was a member of the Kappa Alpha Theta Sorority.

Ralph Arthur Martin is a graduate of the University of Michigan.

The wedding was to take place in Chicago on Nov. 26.

Elmer Erickson Heads a Shippers Committee

Elmer Erickson, general president of the American Warehousemen's Association, has been appointed chairman of the warehouse and cold storage committee of the Mid-West Shippers Advisory Board. Mr. Erickson is vice-president and general manager of the Midland Warehouse & Transfer Co., Chicago.

C. F. Mitchell Dies

Death early in November removed Charles F. Mitchell, owner and manager of the Mitchell Van & Storage Co., Salt Lake City, Utah. He had been ill with chronic bronchitis.

Born at LaCrosse, Wis., in 1866, Mr. Mitchell removed to Salt Lake City in 1890. He is survived by his widow, two daughters and two sons.

A Bit of "Super-Climate" in San Francisco

SOUTHERN California delegates who, attending the industry's national conventions, are wont to describe intriguingly the meteorological assets of their region, may be amazed to know that their municipal neighbor to the north, San Francisco, has at least a dash of climatic virtue all its own.

This comes to public notice through the circumstance that a customer for whom the Manhattan Storage & Warehouse Co., New York City, was shipping a lot of household goods to San Francisco insisted that his lares and penates be lodged in the Mission Street warehouse of the Bekins Van & Storage Co., San Francisco. The customer told John G. Neeser, Manhattan's president, that the Mission Street plant was "situated with a more desirable climate than any other warehouse."

The Bekins firm's president, Milo W. Bekins, a resident of Los Angeles, is one of the southern California conventioners who has been heard to esteem highly his own section's climate, and it seemed fitting to ask him about weather conditions along Frisco's Mission Street in view of the Manhattan customer's viewpoint. Mr. Bekins had a ready explanation; he writes:

"As you know, San Francisco has a considerable amount of fog coming in from the ocean during the summer period. There is a small section of the city, however, which escapes this fog, due to protection from the hills. Our warehouse was built in this particular section, as we know of this advantage; but really this is the first time I have ever known of an instance where storage was given to a warehouse company on account of the climate of a particularly located warehouse, and as John Neeser says, 'As all California enjoys a perfect climate, the Mission Street warehouse must have a super-climate.'"

Little and Southern Group Protest to Rail Executives Against Rule 23 Exception

(Concluded from page 48)

tion with the warehouseman or seek to undermine his business with unfair rates.

"That the increasing number of trucks on the road is a menace to the railroads cannot be denied. It looks as though everyone whom the railroads discharge these days gets a truck and goes into competition with them! This competition, however, hurts us warehousemen as much as it does the railroads and the legitimate and responsible trucking firm, perhaps, more than either of us. The only solution of the present problem, as I see it, is for us, for the railroads, and for the better class truck operators, to get together in a series of meetings like this and iron out our difficulties—to formulate some plan by which we may all live and let live—to check the growing tide of unfair transportation—and to set a fair price for such services as unloading, sorting and delivering that will not harm any of us."

On this note the conference was brought to a close, after more than two hours of discussion in which every phase of the business as affected by the exceptions to Rule 23 were brought out.

What action the freight association will finally take remains to be seen.

From the spirit in which the railroad and the warehousemen met, however, and the frank manner in which all points affecting the issue were discussed, it appeared that some modification of the exception might be made—perhaps an increase of the charge from 2½ cents to 5 cents.

If this is not done now, it seemed more than likely that the present difficulties will be ironed out in future conferences.

"Seelpads" Announced: a New Packing Medium for Household Goods

SOMETHING entirely new in the way of a packing medium has appeared on the market. It is a pad four feet long and eight inches wide, with a thickness of about one inch. Each pad consists of a soft, tough paper container filled with Myracol paper excelsior, with paper-sealed ends. Thus constructed, it does not break when bent and cannot litter the warehouse floor. It is soft enough to protect the surface of the article packed against scratches, and resilient enough to protect against shocks in transportation, providing a real cushioning. The pads can easily be wrapped around any article—furniture, pottery, glass, etc.—to be shipped or stored, without splitting and spilling the filler.

This new packing material is sold under the name of "Seelpads" by the Pioneer Paper Stock Co., Chicago. "Seelpads" minimize breakage, and, being low in price, are intended to reduce packing costs.

New Incorporations as Announced Within the Storage Industry

(Concluded from page 49)

Stanley S. Storch, 3100 Ocean Parkway, and Herman Storch, 914 Bushwick Avenue.

New York City—Consolidated Warehouse, Inc. Storage warehouse and trucking. Capital \$10,000. Incorporators, Sidney E. Friedman, 2515 Frisby Avenue, and Lew Schwartz, 1070 Elder Avenue.

New York City—Empire City Ice Corporation. Cold storage warehouse and ice plant. Capital \$30,000. Principal incorporator, Daniel Pallmadessa, 243 West 41st Street.

New York City—Kaye of Santini, Inc. Storage warehouse and van service. Capital \$10,000. Principal incorporators, Ambrose Selig and Irving F. Berger, 401 Broadway.

New York City—New York Central Cold Storage Co. Cold storage warehousing. Capital \$20,000. Incorporators, Clarence A. Appleton and J. Lewis Furman, 1 Wall Street.

New York City—Shippers Motor Transportation Service, Inc. Capital \$20,000. Incorporators, Allen J. Johnson, 86-06 Park Lane South, Woodhaven, L. I.; Morris J. Bianovich, 48 Kaytonney Avenue, Waterbury, Conn., and Charles Dreyer, 134 Leroy Street, New York City.

Ohio

Cincinnati—Ferguson Moving & Storage Co., Inc. Storage warehouse and trucking service. Capital 250 shares of no par value stock. Incorporators, Joseph B. Burns and Harry P. D'Angelo. Representative, Fred Weiland, Enquirer Building.

Cincinnati—Williams Moving & Storage Co. of Cincinnati. Storage warehouse and moving service. Capital 250 shares of no par value stock. Incorporators, Arthur T. Chambers, Samuel J. Ginsburg and M. C. Norris.

Cleveland—Seymour Warehouse Furniture Co. Furniture warehouse and van service. Capital \$25,000. Incorporators, G. H. Ganger, I. Ganger and A. H. Ganger, Guarantee Title Building.

Dayton—Goldflies Storage & Moving Co., 434 Wayne Avenue. Capital 250 shares of no par value stock. Incorporators, Samuel Goldflies, A. L. Oswald and Edward Machle.

Springfield—Ora Stafford Transfer & Storage Co. Storage warehouse and van service. Capital 250 shares of no par value stock. Incorporators, M. E. Leuer and Ora Stafford. Representative, L. L. Miller, First National Bank Building.

Steubenville—Union Motor Freight Terminal, Inc. Warehousing and freight terminal. Capital \$10,000. Incorporators, Joseph E. Manack, M. Starvagg and Joseph A. Ventolo.

Pennsylvania

Philadelphia—Philadelphia-Buffalo Motor Transportation Lines, 133 Spring Garden Street. Organized. Samuel W.

Laffer of Rochester, N. Y.; Fred V. Benedetto, Prospect Park, Pa., and Horace H. Jarrell, 3472 North Philip Street, Philadelphia, head the interests.

Texas

Dallas—Langford-Detwiler, Inc. Storage warehousing. Capital \$5,000. Incorporators, A. J. Langford, C. J. Langford and E. J. Detwiler.

Wisconsin

Green Bay—Great Lakes Warehouse Co. Storage warehousing. Capital not stated. Incorporators, N. E. Nillbom, L. Spuhler and R. E. Lies, 723 North Chestnut Avenue.

Milwaukee—Wisconsin-Minnesota Forwarding Co., Inc., 3500 West Pierce Street. Capital \$25,000. Incorporators, William Zimmerman and Harold J. Sherry.

City Company, Honolulu, Receives Safety Trophy

During the six months ended June 30 last the City Transfer Co., Ltd., Honolulu, experienced no accident of any character in the operation of its fleet of eighteen motor trucks, and—

On Oct. 31, on behalf of the National Safety Council, a "transfer and storage division" trophy was presented to the City company at Honolulu's city hall, where the mayor and other city officials congratulated the firm's president, Harold J. Ancill.

On behalf of the City company the trophy was accepted by Reuben Kamaka, a driver who has operated a truck for ten years without a mishap.

Blakeslee Firm Builds Fur Storage Warehouse

The Blakeslee Co., Waterbury, Conn., has started erection of a three-story addition which will house a complete refrigerated fur storage department. Located in the rear of the main warehouse building, the structure will be 33 by 75 feet in dimensions, with capacity for from 12,000 to 15,000 fur coats, according to Frank E. Hess, president.

The addition is being constructed of brick and reinforced concrete. Specifications include mastic tile flooring, sliding garage doors, concrete stone trim, built-up roofing, steel racks, cooler doors, freezer doors, cork insulation, a storage vault, and steel casements for front show-windows. It will face on a side street.

The basement will be used as a machinery room, with an office on the first floor, storage on the second, and workroom on the third. The main vault will occupy the entire rear of the building, running up its full height. The main floor office will be for the fur storage division only, the addition having no effect upon the main warehouse building, where present general offices will be continued.

New Utah Firm

The International Terminal Warehouse Corporation has filed articles of incorporation to conduct a general merchandise warehouse business in Ogden, Utah. The incorporators, all of Ogden, are William G. Hall, president; Dorothy M. Hall, vice-president; W. Rice Kimball, secretary-treasurer; and LeRoy B. Young and Elva Roundy, directors.

Strategic Location on Chicago Riverfront



An airplane view of the warehouse of the Anchor Storage Co. recently organized by Sidney A. Smith, vice-president of the Currier-Lee Warehouse Co., Chicago, and president of the merchandise division of the American Warehousemen's Association, in anticipation of development of freight haulage over water routes to inland ports by way of proposed Great Lakes-St. Lawrence deep waterway.

WHERE TO BUY

The purpose of this department each month is to keep you informed of all products, supplies, etc., that you normally use in your business plus new products that are from time to time placed on the market.

We ask that you refer to the "Where-to-Buy" department and keep posted on the new, as well as the old firms whose aim it is to help

you save and earn more in the operation of your business.

Should you not find listed or advertised in this "Where-to-Buy" department the product you wish to purchase, please write us and we will be glad to send you the makers name and address.

Our desire is to serve you in every way we can.

Distribution and Warehousing
249 West 39th St., New York, N. Y.

ALARMS (Fire)

American District Telegraph Co.; 155 Sixth Ave., New York, N. Y.
Ludlow Automatic Fire Alarm Co.; 128 E. Sixth St., Cincinnati, Ohio.

BOXES (Moving)

Anderson Box & Basket Co., Drawer No. 10, Audubon District, Henderson, Ky.
Backus, Jr., & Son, A.; Dept 5, Trumbull & Fort St., Detroit, Mich.
Byrnes, Inc., W. L.; 446-448 E. 134th St., New York, N. Y. (Piano)
Lewis Co., G. B.; Watertown, Wis.
Miami Mfg. Co.; Peru, Ind.

BODIES (Van)

American Car & Foundry Co.; 30 Church St., New York, N. Y.
Bender Body Co.; W. 62nd & Denison Ave., Cleveland, Ohio.
Burch Body Co.; Rockford, Mich.
Cook Wagon Works, Inc., A. E.; 77 E. North St., Buffalo, N. Y.
Donigan & Nielson; 743-747 Third Ave., Brooklyn, N. Y.
Erb & Sons Co., Wm.; Ashland & Fullerton Aves., Chicago, Ill.
Flanagan & Crisp, Inc.; Trenton, N. J.
Gerstenschlager Co.; Wooster, Ohio.
Guedelhoefer Wagon Co., John; 202 Kentucky Ave., Indianapolis, Ind.
Haskelite Mfg. Corp.; 120 S. LaSalle St., Chicago, Ill.
Kneuer & Sons, Inc., M. J.; 126 Van Buren St., Newark, N. J.
Maday, M.; 1756 Genesee St., Buffalo, N. Y.
Met-L-Wood Corp.; 6755 W. 65th St., Chicago, Ill.
Niagara Body Co.; 3070 Main St., Buffalo, N. Y.
Proctor-Keefe Body Co.; 7741 Dix Ave., Detroit, Mich.
Schaefer Wagon Co., Gustav; 4168 Lorain Ave., Cleveland, Ohio.
Schukraft Truck Bodies; 1201 Washington Blvd., Chicago, Ill.
Tackens Bros.; 1015 Harrison St., Flint, Mich.
Whitfield & Sons; Penn Yan, N. Y.
Wiedman Body Co., Geo.; North Tonawanda, N. Y.

PLYMETL

panels saved 1500 pounds in this 21 ft. body.



Write us for details on "lighter and stronger" bodies.

Haskelite Manufacturing Corporation
120 So. La Salle St. Chicago, Ill.

BOX STRAPPING (Machines and Supplies)

Acme Steel Goods Co.; 2836 Archer Ave., Chicago, Ill.
American Casting & Mfg. Corp.; 30 Main St., Brooklyn, N. Y.
American Steel & Wire Co.; Rockefeller Bldg., Cleveland Ohio. (strapping only)
Cary Mfg. Co.; Manhattan Bridge Plaza, Brooklyn, N. Y.
Gerrard Co., Inc.; 1948 E. 52nd St., Chicago, Ill.
Harvey Spring & Forging Co.; Racine, Wis.
Signode Steel Strapping Co.; 2800-2820 N. Western Ave., Chicago, Ill.
Stanley Works; Grove Hill & Lake St., New Britain, Conn.
Tennant Sons & Co., C.; 19 W. 44th St., New York, N. Y.
Wire & Steel Products Co.; Van Brunt & Seabring Sts., Brooklyn, N. Y.

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

BRINE

Solvay Sales Corp.; 61 Broadway, New York, N. Y.

In
Fighting
Fire



Solvay Calcium Chloride reduces evaporation to a minimum, prevents freezing, prevents water becoming foul.

SOLVAY SALES CORPORATION
61 Broadway, New York

SOLVAY CALCIUM CHLORIDE
is 4 times
as effective
as plain water

Write for the
Solvay booklet
No. 8955

CARPET CLEANING EQUIPMENT

Chief Mfg. Co.; 806 Beecher St., Indianapolis, Ind. (Beaters, stationary)
Kent Co., Inc.; 542 Dominick St., Rome, N. Y. (Shampooing equipment)
United Vacuum Appliance Corp.; Dept. IX, Twelfth St. & Columbia Ave., Connersville, Ind.

CASTERS (Truck)

Adams Co.; Dubuque, Iowa.
 American Caster Co.; 330 Washington St., Hamilton, Ohio.
 Bassick Co.; Bridgeport, Conn.
 Bond Foundry & Mfg. Co.; Manheim, Lancaster County, Pa.
 Buffalo Pulley & Caster Co., Inc.; 175 Breckenridge St., Buffalo, N. Y.
 Clark Co., George P.; 4 Canal St., Windsor Locks, Conn.
 Colson Co.; Box 550, Elyria, Ohio.
 Divine Bros.; 101 Whitesboro St., Utica, N. Y.
 Fairbanks Co.; 393-399 Lafayette St., New York, N. Y.
(See advertisement elsewhere in this issue.)
 Globe Vise & Truck Co.; 1451 Front St., N. W., Grand Rapids, Mich.
 Hamilton Caster & Mfg. Co.; Hamilton, Ohio.
 Jarvis & Jarvis; 200 S. Main St., Palmer, Mass.
 Koenig & Co., Edward L.; 569 W. Lake St., Chicago, Ill.
 Lansing Co.; 602 Cedar St., Lansing, Mich.
 Lyon Iron Works, Inc.; Box A, Greene, N. Y.
 Market Forge Co.; Garney St., Everett, Mass.
 Menasha Wood Split Pulley Co.; P. O. Box No. J, Menasha, Wis.
 New Britain Mfg. Co.; 140 Chestnut St., New Britain, Conn.
 Nutting Truck Co.; 252 W. Kinzie St., Chicago, Ill.
 Payson Mfg. Co.; 2920 Jackson Blvd., Chicago, Ill.
 Phoenix Caster Co.; S. State St., Indianapolis, Ind.
 Saginaw Stamping & Tool Co.; Saginaw, Mich.
 Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.
 Sippel Co., Wm. H.; Dept. D-W, South Bend, Ind.
 Tucker & Dorsey Mfg. Co.; Dept. D. W., S. State & Bates St., Indianapolis, Ind.

CONVEYORS

Alvey-Ferguson Co.; 75 Blaney Ave., Cincinnati, Ohio. (Gravity)
 Alvey Mch. Co.; 3200 S. Broadway, St. Louis, Mo. (Portable, power and gravity)
 Bartlett & Snow Co., C. O.; 6218 Harvard Ave., Cleveland, Ohio.
 Bodinson Mfg. Co.; 4401 San Bruno Ave., San Francisco, Cal. (Portable and gravity)
 Brown Hoisting Mch. Co.; 4403 St. Clair St., N. E., Cleveland, Ohio.
 Chain Belt Co.; 736 Park St., Milwaukee, Wis.
 Clark Tractor Co.; Battle Creek, Mich.
 Howe Chain Co.; 2-30 E. Clay Ave., Muskegon, Mich.
 Jeffrey Mfg. Co.; 989 N. Fourth St., Columbus, Ohio.
 Lamson Co.; Syracuse, N. Y. (Portable and gravity)
 Link-Belt Co.; 350 W. Pershing Rd., Chicago, Ill. (Portable and gravity)
 Logan Co.; 201 N. Buchanan St., Louisville, Ky. (Portable, power and gravity)
 Loudon Mch. Co.; 1116 Broadway, Fairfield, Iowa.
 Mathews Conveyor Co.; 120 Tenth St., Ellwood City, Pa. (Gravity)
 McKinney-Harrington Conveyor Co.; North Chicago, Ill. (Portable and stationary)
 Ogden Iron Works Co.; 2257 Lincoln Ave., Ogden, Utah.
 Otis Elevator Co.; 26th St. and 11th Ave., New York, N. Y. (Gravity)
 Portable Machinery Co.; 17 Lakeview Ave., Clifton, N. J. (Portable)
 Richards-Wilcox Mfg. Co.; 316 W. Third St., Aurora, Ill.
 Standard Conveyor Co.; Dept. 12, 315 Second Ave., N. W., North St. Paul, Minn. (Portable, power and gravity)
 Stearns Conveyor Co.; E. 200th St. & St. Clair Ave., Cleveland, Ohio.
 Webster Mfg. Co.; 1856 N. Kostner Ave., Chicago, Ill. (Gravity and portable)

CORDAGE (Flat)

Everlast Textile Mfg. Co., Inc.; 19 E. 21st St., New York, N. Y.
(See advertisement elsewhere in this issue.)
 Pilecher-Hamilton-Daily Co.; 349 W. Ontario, Chicago, Ill.
(See advertisement elsewhere in this issue.)

COVERS (Paper Furniture)

Pilecher-Hamilton-Daily Co.; 349 W. Ontario, Chicago, Ill.
(See advertisement elsewhere in this issue.)

COVERS (Piano)

Barnett Canvas Goods & Bag Co.; 131 Arch St., Philadelphia, Pa.
 Breen, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.
 Canvas Specialty Co., Inc.; 200 Canal St., New York, N. Y.
(See advertisement elsewhere in this issue.)
 Donnelly Son & Putnam; 92 Sunswick St., Long Island City, N. Y.
 Everlast Textile Mfg. Co., Inc.; 19 E. 21st St., New York, N. Y.
(See advertisement elsewhere in this issue.)
 Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
(See advertisement elsewhere in this issue.)
 Goss Co., J. C.; Woodbridge & Bates St., Detroit, Mich.
 Gotsch Co., Walter M.; 630 W. Adams St., Chicago, Ill.
 Hettrick Mfg. Co.; D. W. 28, Summit & Magnolia Sts., Toledo, Ohio.
 Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.
 New Haven Quilt & Pad Co.; 80 Franklin St., New Haven, Conn.
(See advertisement elsewhere in this issue.)
 Self Lifting Piano Truck Co.; Findlay, Ohio.
(See advertisement elsewhere in this issue.)
 Upson-Walton Co.; 1245 W. Eleventh St., Cleveland, Ohio.
 Werner Canvas Products Co.; 2 Water St., Brooklyn, N. Y.
 Wilcox Co., M. I.; 210 Water St., Toledo, Ohio.

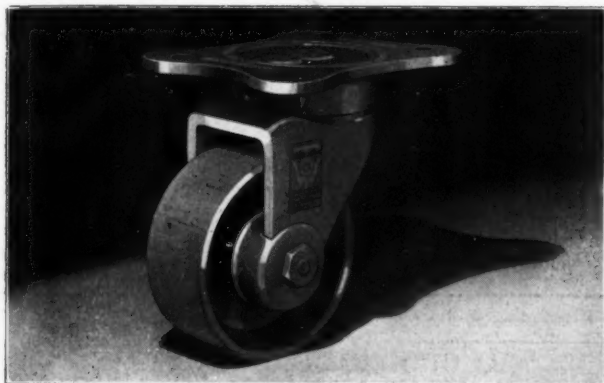
COVERS (Truck)
(Tarpaulins)

Baker-Lockwood Mfg. Co., Inc.; McGee Trafficway at 23rd St., Kansas City, Mo.
 Barnett Canvas Goods & Bag Co.; 131 Arch St., Philadelphia, Pa.
 Boyle & Co., Inc.; 112-114 Duane St., New York, N. Y.
 Breen, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.
 Carnie-Gouldie Mfg. Co.; 26th & Penn., Kansas City, Mo.
 Carpenter & Co., Geo. B.; 440 N. Wells St., Chicago, Ill.
 Channon Co., H.; 149 N. Market St., Chicago, Ill.
 Clifton Mfg. Co.; Waco, Texas.
 Des Moines Tent & Awning Co.; 913 Walnut St., Des Moines, Iowa.
 Donnelly Son & Putnam; 92 Sunswick St., Long Island City, N. Y.
 Ehrlich & Co., Fred; 36th St. at Third Ave., Brooklyn, N. Y.
 Everlast Textile Mfg. Co., Inc.; 19 E. 21st St., New York, N. Y.
(See advertisement elsewhere in this issue.)
 Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
(See advertisement elsewhere in this issue.)
 Goss Co., J. C.; Woodbridge & Bates St., Detroit, Mich.
 Hettrick Mfg. Co.; D. W. 28, Summit & Magnolia Sts., Toledo, Ohio.
 Hoegge Co., Inc., Wm. H.; 138 S. Main St., Los Angeles, Cal.
 Hooper & Sons Co., Wm. E.; 3502 Parkdale St., Baltimore, Md.
 Humphry's Sons, R. A.; 1020 Calhoun St., Philadelphia, Pa.
 Jacksonville Ship Chandlery & Awning Co.; Dept. H, 231-9 E. Bay St., Jacksonville, Fla.
 Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.
 Pittsburgh Waterproof Co.; 1318 Penn. Ave., Pittsburgh, Pa.
 Seattle Tent & Awning Co.; First Ave. & Columbia St., Seattle, Wash.
 Smith Co., Arthur F.; 139 Spring St., New York, N. Y.
 U. S. Tent & Awning Co.; 707 N. Sangamon St., Chicago, Ill.
 Upson-Walton Co.; 1245 W. Eleventh St., Cleveland, Ohio.
 Werner Canvas Products Co.; 2 Water St., Brooklyn, N. Y.

DOORS (Cold Storage, Elevator and Fire)

Born Co., H. A.; 208 N. Wabash Ave., Chicago, Ill. (Cold stge.)
 California Fpt. Door Co.; 1919 E. 51st St., Los Angeles, Cal. (Fire)
 Cornell Iron Works; 77 Marlon St., Long Island City, N. Y. (Elev. and fire)
 Gillon-Cole Co.; 15th & Overton Sts., Portland, Ore. (Cold stge.)
 Harris-Prelbe Door Co.; 228 N. LaSalle St., Chicago, Ill. (Fire)
 Jamison Cold Stge. Door Co.; P. O. Box 26, Hagerstown, Md. (Cold stge.)
 Kinnear Mfg. Co.; 1270 Fields Ave., Columbus, Ohio. (Fire)
 Merchants & Evans Co.; 2035 Washington Ave., Philadelphia, Pa. (Fire)
 National Refrigerator Co.; 827 Koelin Ave., St. Louis, Mo. (Cold stge.)
 North American Iron Works; 116-136 57th St., Brooklyn, N. Y. (Fire)
 Peelle Co., The; Harrison Pl. & Stewart Ave., Brooklyn, N. Y. (Elevator)

THE NEW TONWATE

A Radical Improvement
IN CASTER DESIGN

Built to carry the weight of tons—stand the gaff of severe service—give you the strength, stability and safety you require of modern, cost-cutting equipment.

TonWate is radically new!

Simplified two-piece construction (no king bolt); heat treated steel forgings throughout; high grade chrome nickel steel balls; Hyatt roller bearings; sealed lubrication; dirt and water-tight.

Write for specifications, prices and the perpetual guarantee to Divine Brothers Company, 101 Whitesboro St., Utica, N. Y.

Divine CANVAS CUSHION **Wheels**
TRUCK & CASTER

CLOCKS (Time and Watchmen's)

American District Telegraph Co.; 155 Sixth Ave., New York, N. Y.
 Detex Watchclock Corp.; 4147 E. Ravenswood Ave., Chicago, Ill. (Watchmen's only)
 Howard Clock Co., E.; 206 Eustis St., Boston, Mass.
 International Time Recording Co.; 270 Broadway, New York, N. Y.
 Silberberg Co., Mortimer J.; 116 S. Michigan Ave., Chicago, Ill.
 Simplex Time Recorder Co.; Lincoln Blvd., Gardner, Mass.
 Stromberg Elec. Co.; 223 W. Erie St., Chicago, Ill. (Time only)

CONTAINERS (Shipping)

Backus, Jr. & Sons, A.; Dept. 5, Trumbull & Fort Sts., Detroit, Mich.
 Bird & Son, Inc.; Mill St., East Walpole, Mass.
 Hummel & Downing; Milwaukee, Wis.
 King Stge. Whse., Inc.; Erie Blvd. at S. West St., Syracuse, N. Y.
 Koenig & Co., Edward L.; 569 W. Lake St., Chicago, Ill.
 Lewis Co., G. L.; Watertown, Wis.
 Mt. Vernon Car & Mfg. Co.; Mt. Vernon, Ill.
 Trucon Steel Co.; Cleveland, Ohio.
 Wisconsin Box Co.; P. O. Box 297, Wausau, Wis.

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION and WAREHOUSING



VULCAN
"ALL-STEEL"
FIRE DOORS

Universally Used
 in All Modern
 Fireproof
 Warehouses
 Approved by
 Underwriters
 Details and Prices
 on Request.

VULCAN RAIL & CONSTRUCTION CO.
 Grand St. and Garrison Ave., Maspeth, N. Y.

DOORS (Cold Storage, Elevator and Fire) Continued

Richards-Wilcox Mfg. Co.; 316 W. Third St., Aurora, Ill. (Fire)
 Richmond Fpf. Door Co.; N. W. Fourth & Center Sts., Richmond, Ind. (Elev. and fire)
 Security Fire Door Co.; 3044 Lambdin Ave., St. Louis, Mo. (Elev. and fire)
 Smith Wire & Iron Works, F. P.; Fullerton, Clybourne & Ashland Aves., Chicago Ill. (Fire)
 Tyler Co., W. S.; 3621 Superior Ave., N. E., Cleveland, Ohio. (Elev.)
 Variety Mfg. Co.; 2958 Carroll Ave., Chicago, Ill. (Cold stge. and fire)
 Vulcan Rail & Const. Co.; Grand St. & Garrison Ave., Maspeth, N. Y. (Fire)
 Ward Refrig. & Mfg. Co.; 6501 S. Alameda St., Los Angeles, Cal. (Cold stge.)
 Warsaw Elev. Co.; 216 Fulton St., Warsaw, N. Y. (Elev.)
 Wilson Corp., J. G.; Box 1194, Norfolk, Va. (Fire)

ELEVATORS

Alvey-Ferguson Co., Inc.; 75 Blisley Ave., Oakley, Cincinnati, Ohio.
 Montgomery Elev. Co.; 30 Twentieth St., Moline, Ill. (Passenger and freight)
 Otis Elevator Co.; Eleventh Ave. & 26th St., New York, N. Y.
 Warsaw Elev. Co.; 216 Fulton St., Warsaw, N. Y. (Passenger and freight)

ELEVATORS (Portable)

Alvey Mch. Co.; 3200 S. Broadway, St. Louis, Mo.
 Barrett-Cravens Co.; 101 W. 87th St., Chicago, Ill.
 Economy Eng. Co.; 2651 W. Van Buren St., Chicago, Ill.
 Jeffrey Mfg. Co.; 989 N. Fourth St., Columbus, Ohio.
 Koenig & Co., Edward L.; 569 W. Lake St., Chicago, Ill.
 Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass.
 Link-Belt Co.; 2045 Hunting Park Ave., Philadelphia, Pa.
 Revolver Co.; 336 Garfield Ave., Jersey City, N. J.

EXCELSIOR

Allen, Inc., Charles M.; Fulton, N. Y.
 American Excelsior Corp.; 1000-1020 N. Halsted St., Chicago, Ill.
 Boston Excelsior Co.; 29th St. & Eleventh Ave., New York, N. Y.
 Orange Mfg. Co.; Edand, N. C.
 Phillips Excelsior Co.; Chattanooga, Tenn.
 Sheboygan Pad Co.; 1301-5 Erie Ave., Sheboygan, Wis.

EXTERMINATORS (Rat or Mice)

Ratin Laboratory, Inc.; 116 Broad St., New York, N. Y.

RATIN Inexpensive— Compared with Rats and Mice



FREE
 Write for
 Free Information
 and
 References

A seed warehouse writes: "We have saved ourselves hundreds of dollars by keeping rats and mice out of our warehouse by means of Ratin."

(Name furnished on request).

Ratin preparations, small, medium, and large bottles, shipped anywhere on open account with directions for use.

The RATIN LABORATORY, Inc.
 116 BROAD STREET, NEW YORK

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

EXTINGUISHERS (Fire)

American-La France and Foamite Corp.; 900 Erie St., Elmira, N. Y.
 Bridgeport Brass Co.; East Main St., Bridgeport, Conn.
 Du-Gas Fire Extinguisher Corp.; 11 West 42nd St., New York, N. Y.
 Elkhart Brass Mfg. Co.; 1302 W. Beardsley Ave., Elkhart, Ind.
 Oil Conservation Eng. Co.; 877 Addison Rd., Cleveland, Ohio.
 Pacific Fire Extinguisher Co.; 440 Howard St., San Francisco, Cal.
 Pyrene Mfg. Co.; 560 Belmont Ave., Newark, N. J.
 Safety Fire Extinguisher Co.; 299 Seventh Ave., New York, N. Y.
 Simmons Co., John; 110 Centre St., New York, N. Y.
 Solvay Sales Corp.; 61 Broadway, New York, N. Y.
 (See advertisement elsewhere in this issue.)
 Vogel Co., H. G.; 16 W. 37th St., New York, N. Y.

FREIGHT FORWARDERS (General)

Empire Freight Co. of N. Y., Inc.; 117 Liberty St., New York, N. Y.

SPECIAL REDUCED FREIGHT RATES

With Private Through Car Loadings to and from the Far West and Pacific Coast

HOUSEHOLD GOODS and AUTOMOBILES
 An Efficient Service Based on Years of Knowledge and Experience

BEST FACILITIES FOR CARLOAD DISTRIBUTION

Domestic and
 Foreign Shippers,
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Foreign and
 Domestic Lift Van
 Service for House-
 hold Goods

EMPIRE FREIGHT COMPANY

Incorporated
 New York City, N. Y. 117 Liberty St.
 Boston, Mass. 93 Huntington Ave.
 CHICAGO, ILL. Philadelphia, San Francisco, LOS ANGELES, CAL.
 53 W. Jackson Blvd. Oakland, Seattle, Portland 316 Commercial St.

FLOOR REPAIRING MATERIAL

Euclid Chemical Co., 7012 Euclid Ave., Cleveland, Ohio.
 Master Builders Co.; 7016 Euclid Ave., Cleveland, Ohio
 Stonhard Co.; 410 N. Broad St., Philadelphia, Pa.

FUMIGATING EQUIPMENT

Calcyanide Co.; 60 E. 42nd St., New York, N. Y.
 Furniture Fumigation Corp.; 100 W. 101st St., New York, N. Y.
 Haskelite Mfg. Corp.; 120 S. LaSalle St., Chicago, Ill.
 (See advertisement elsewhere in this issue.)

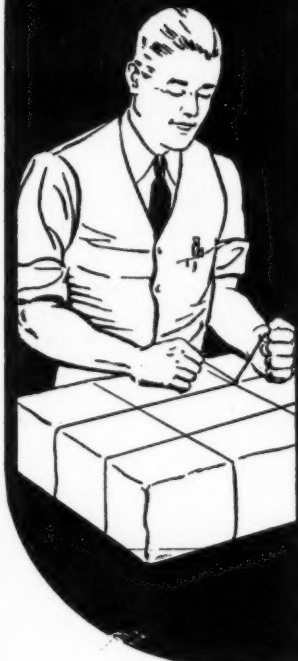
HOISTS (Chain and Electric)

Atlas Trailer & Water Mufflers, Inc.; U. S. Natl. Bank Bldg., Galveston, Texas. (Elec.)
 Boston & Lockport Block Co.; 100 Conder St., East Boston, Mass. (Chain)
 Box Crane & Hoist Corp.; Trenton Ave. & E. Ontario St., Philadelphia, (Elec.)
 Chisholm-Moore Hoist Corp.; 4050 Lakeside Ave., Cleveland, Ohio. (Chain)
 Ford Chain Block Co.; Second & Diamond Sts., Philadelphia, Pa. (Chain)
 Harrington Co.; Callowhill & 17th St., Philadelphia, Pa. (Chain and elec.)
 Hobbs Co., Clinton E.; 203 Chelsea St., Everett Sta., Boston, Mass. (Chain and elec.)
 Loudon Mch. Co.; 1116 Broadway, Fairfield, Iowa. (Chain)
 New Jersey Foundry & Mch. Co.; 9 Park Pl., New York, N. Y. (Chain)
 Reading Chain & Block Corp.; 2100 Adams St., Reading, Pa. (Chain and elec.)
 Roeper Crane & Hoist Works, Inc.; 1776 N. Tenth St., Reading, Pa. (Chain)
 Wright Mfg. Co.; York, Pa. (Chain)
 Yale & Towne Mfg. Co.; 4530 Tacony St., Philadelphia, Pa. (Chain and elec.)

INSECTICIDES

American Cynamid Co.; 535 Fifth Ave., New York, N. Y.
 Associated Textile Research Lab., 5416 No. 5th St., Phila., Pa.
 Barrett Co.; 40 Rector St., New York, N. Y.
 Calcyanide Co.; 60 E. 42nd St., New York, N. Y.
 Carbide & Carbon Chemicals Corp.; 30 E. 42nd St., New York, N. Y. (Gas)
 Cenol Co., Dept. M; 4250-56 No. Crawford Ave., Chicago, Ill.
 Enos Chemical Co.; 2307 Louan Rival, Chicago, Ill.
 Furniture Fumigation Corp.; 100 W. 101st St., New York, N. Y.
 Girard Co., Inc., Felix; Fourth Ave. and Franklin, Minneapolis, Minn.
 Gottlieb Chemical Co.; 148 W. 24th St., New York, N. Y.
 Grasselli Chemical Co.; Guardian Bldg., Cleveland, Ohio.
 Guarantee Exterminating Co.; 11 W. 42nd St., New York, N. Y.
 Potter Mfg. Co., Inc.; Dept. H, 12 Henry St., Bloomfield, N. J.

KEEP MOTHS OUT the sure way



Take no risks—wrap carpets, rugs, draperies, etc., with WHITE TAR Paper. Forty inches wide, in rolls of from 50 to 1000 yards.

Other White Tar products: Naphthalene Flakes, Moth Proof Bags, Cedar Paper, White Tar Moth Spray, Moth Balls, Crystals, Powder and Blocks.

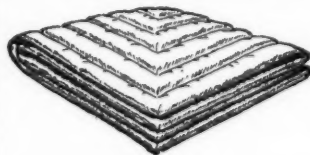
The White Tar Company
of New Jersey, Inc.
A Subsidiary of The Koppers Co.
Dept. W. Belleville Turnpike
Kearny, New Jersey
Telephone: Kearny 3600

INSECTICIDES, Continued

Wells, E. S.; Jersey City, N. J.
West Disinfecting Co.; 42-16 Barn St., Long Island City, N. Y.
White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.

PADS (Canvas Loading)

Barnett Canvas Goods & Bag Co.; 131 Arch St., Philadelphia, Pa.
Breen, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.
Canvas Specialty Co., Inc.; 200 Canal St., New York, N. Y.
Chicago Quilt Mfg. Co.; 1357 Roosevelt Rd., Chicago, Ill.
Donnelly Son & Putnam; 92 Sunswick St., Long Island City, N. Y.
Ehrick & Co., Fred; 36th St. at Third Ave., Brooklyn, N. Y.
Everlast Textile Mfg. Co., Inc.; 10 E. 21st St., New York, N. Y.
Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
Goss Co., J. C.; Woodbridge & Bates Sts., Detroit, Mich.
Gotsch Co., Walter M.; 650 W. Adams St., Chicago, Ill.
Hettick Mfg. Co.; D. W. 28, Summit & Magnolia Sts., Toledo, Ohio.
Humphry's Sons, R. A.; 1020 Callowhill St., Philadelphia, Pa.
Louisville Bedding Co.; Louisville, Ky.
Maish Bedding Co., Clifford W.; 1501 Freeman Ave., Cincinnati, Ohio.
Maish Co., Chas. A.; 1133 Bank St., Cincinnati, Ohio.
Mallets Textile Co.; 183 Mercer St., New York, N. Y.
Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.
New Haven Quilt & Pad Co.; 80 Franklin St., New Haven, Conn.



IRON HORSE

Furniture Pads are now
lower in price than at
any time in SEVEN-
TEEN YEARS.

Sizes cut 36 x 72, 54 x 72, 72 x 72, 80 x 72

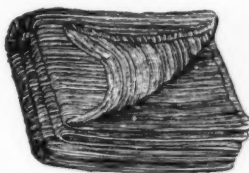
ORDER NOW FOR ALL 1932

Van Linings Grand Covers Tie-Tape

CANVAS SPECIALTY CO., Inc.
200 CANAL ST. NEW YORK CITY



Reg. U. S. Pat. Off.



Furniture Pads

Lowest prices in years
36 x 72 cut 54 x 72
72 x 72 sizes 80 x 72
Order Now for Fall 1932

We also manufacture Van Liner Pads, Piano Covers, Radio Covers—Refrigerator Covers and Tie Tapes. All kinds of special work.

EVERLAST TEXTILE MFG. CO.

19 East 21st St., New York City

Terms 2% 10 days—30 days net approved credit. F.O.B. N. Y.

Fulco

FURNITURE PADS

New, low prices on extra-quality pads easily identified by the brilliant gilt-edge webbing at ends. Webbing gives longer life. Generous thickness assures perfect protection. Filler positively will not lump.

Write for prices and complete information on Furniture Pads, Tarpaulins and Burlap.

Fulton Bag & Cotton Mills

Manufacturers Since 1870

Atlanta
St. Louis
Dallas

Minneapolis
Brooklyn
New Orleans
Kansas City, Kan.

The Greatest Furniture Pad Buy in History

America's Finest and Longest Wearing Pad



DREADNAUGHT FURNITURE PADS

36" x 72" cut size @ \$10.50 per doz.
54" x 72" cut size @ 14.50 per doz.
72" x 80" cut size @ 18.00 per doz.

2%/10/30 days net on approved credit f.o.b. New Haven.

WE ALSO MANUFACTURE

Van Liner Pads, Piano Covers, Canvas Tarpaulins, Scotch Dundee Burlap, Radio Covers, Electric Refrigerator Covers and all kinds of Special Covers.

America's Largest Pad Manufacturers Since 1910

NEW HAVEN QUILT & PAD CO.
NEW HAVEN, CONN.

PADS (Canvas Loading), Continued

Olan Mfg. Co., M.; 258 Hudson Ave., Rochester, N. Y.
 Seattle Tent & Awning Co.; First Ave. & Columbia St., Seattle, Wash.
 Standard Garment Co.; Michigan & Orange St., Toledo, Ohio.
 Union Carpet Lining Co.; New London, Conn.
 Wagner Awning Co.; 2658 Scranton Rd., Cleveland, Ohio.
 Werner Canvas Products Co.; 2 Water St., Brooklyn, N. Y.
 Wilcox Co., M. I.; 210 Water St., Toledo, Ohio.

PADS (Excelsior Wrapping)

Allen, Inc., Charles M.; Fulton, N. Y.
 American Excelsior Corp., 1000-1020 N. Halsted St., Chicago, Ill.
 Boston Excelsior Co.; 29th St. and Eleventh Ave., New York, N. Y.
 Dale Bros. Excelsior Pad Co.; Grand Rapids, Mich.
 Dupre Mfg. Co.; North Ave., N. E. & So. Ry., Atlanta, Ga.
 Excelsior Supply Co.; Second & Smith Sts., Cincinnati, Ohio.
 Indiana Excelsior Co.; S. Keystone Ave. & Belt R.R., Indianapolis, Ind.
 Orange Mfg. Co.; Edand, N. C.
 Pioneer Paper Stock Co.; 424 W. Ohio St., Chicago, Ill.
 Rochester Pad & Wrapper Co.; 1464 Lyell Ave., Rochester, N. Y.
 Sheboygan Pad Co.; 1301-5 Erie Ave., Sheboygan, Wis.
 Washington Excelsior & Mfg. Co.; Ft. of Main St., Seattle, Wash.
 Webster Bros. & Conover Mfg. Co.; Mason City, Iowa.

PAPER PACKING MATERIAL

Jiffy Pad & Excelsior Co.; 45 N. Washington St., Boston, Mass.
 Kimberly Clark Co.; 8 S. Michigan Ave., Chicago, Ill.
 Pilcher-Hamilton-Daily Co.; 349 W. Ontario, Chicago, Ill.
 Pioneer Paper Stock Co.; 424 W. Ohio St., Chicago, Ill.
 Rochester Folding Box Co.; Boxart St., Rochester, N. Y. (Fibredown)

FOXWRAP**THE IDEAL WRAPPING PAPER****FOXCO****PAPER FURNITURE COVERS****TWINES****VAN PADS**

Pilcher-Hamilton-Daily Company
 349 West Ontario Chicago, Ill.
 GEORGE S. FOX, MANAGER, WAREHOUSE SUPPLY DEPT.

PAPER (Tar)

White Tar Co.; Dept. W, Belleville Turnpike, Kearney, N. J.
 (See advertisement elsewhere in this issue)

PARTITIONS (Steel)

Cyclone Fence Co.; Box 517, Waukegan, Ill.
 Ebinger Sanitary Mfg. Co., D. A.; 180 Lucas St., Columbus, Ohio.
 Edwards Mfg. Co.; 529 Eggleston Ave., Cincinnati, Ohio.
 Hauserman Co., E. F.; 6991 Grant Ave., Cleveland, Ohio.
 Mills Co., The; Wayside Rd. & Nickel Plate R. R., Cleveland, Ohio.
 Page Fence Assn.; Dept. Z, 520 N. Michigan Ave., Chicago, Ill.
 Phoenix Wire Works; 1940 E. Kirby Ave., Detroit, Mich.
 Smith, F. P., Wire & Iron Works; Fullerton, Clybourn & Ashland Aves. & Chester St., Chicago, Ill.

PIANO DERRICKS AND TRUCKS

Breen, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.
 Donnelly Son & Putnam; 92 Sunswick St., Long Island City, N. Y.
 Fairbanks Co.; 393-399 Lafayette St., New York, N. Y. (Trucks only)
 (See advertisement elsewhere in this issue.)
 Self-Lifting Piano Truck Co.; Findlay, Ohio.
 (See advertisement elsewhere in this issue.)

RACKS (Storage)

Barrett-Cravens Co.; 101 W. 87th St., Chicago, Ill.
 Berger Mfg. Co.; 1039 Belden Ave., N. E., Canton, Ohio.
 De Luxe Metal Furniture Co.; 206 E. 42nd St., New York, N. Y.
 Economy Eng. Co.; 2851 W. Van Buren St., Chicago, Ill.
 Heller & Sons, P. A.; 219 Griswold St., Detroit, Mich.
 Koenig & Co., Edward L.; 569 W. Lake St., Chicago, Ill.
 Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass.
 Lupton's Sons Co., David; 2270 E. Allegheny Ave., Philadelphia, Pa.
 Lyon-Metal Products, Inc.; Drawer 480, Aurora, Ill.
 Market Forge Co.; Garney St., Everett, Mass.
 Medart Mfg. Co., Fred; Pontiac & DeKalb Sts., St. Louis, Mo.
 New Britain Mch. Co.; 140 Chestnut St., New Britain, Conn.
 Revolver Co.; 336 Garfield Ave., Jersey City, N. J.

RECORDERS (Motor Truck)

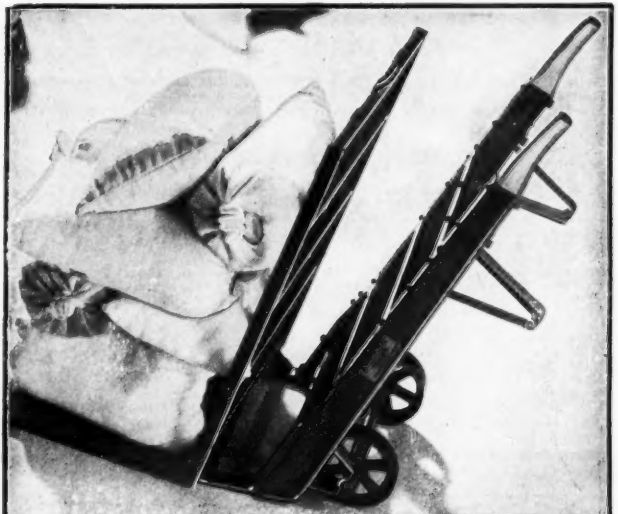
Electric Tachometer Corp.; Broad & Spring Garden Sts., Philadelphia, Pa.
 Ohmer Fare Register Co.; 740 Bolander St., Dayton, Ohio.
 Service Recorder Co.; 1422 Euclid Ave., Cleveland, Ohio.
 Stewart-Warner Speedometer Corp.; Diversey Blvd., Chicago, Ill.
 U. S. Recording Instruments Corp.; 511 W. 54th St., New York, N. Y.
 Veeder Mfg. Co.; 54 Sargent St., Hartford, Conn.

TRAILERS (Motor Truck)

Fruehauf Trailer Co.; 10936 Harper Ave., Detroit, Mich.
 (See advertisement elsewhere in this issue.)
 General Motors Truck Co.; Pontiac, Mich.
 (See advertisement elsewhere in this issue.)
 Gramm Motors, Inc.; Delphos, Ohio.
 Highway Trailer Co.; Edgerton, Wis.
 Reo Motor Car Co.; Lansing, Mich.
 Stoughton Co.; Stoughton, Wis.
 Trailer Co. of America; Cincinnati, Ohio.
 Truck Equipment Co.; 1791 Fillmore Ave., Buffalo, N. Y.
 Utility Trailer Mfg. Co.; Los Angeles, Cal.

TRUCKS (Hand)

American Pulley Co.; 4200 Wissahickon Ave., Philadelphia, Pa. (All steel stevedore)
 Anderson Box & Basket Co.; Drawer No. 10, Audubon District, Henderson, Ky. (Platform)
 Barrett-Cravens Co.; 101 W. 87th St., Chicago, Ill. (Lift, stevedore and platform)
 Bodinson Mfg. Co.; 4401 San Bruno Ave., San Francisco, Cal. (Platform)
 Chase Fdry. & Mfg. Co.; 2340 Parsons Ave., Columbus, Ohio.
 Clark Co.; Geo. P.; 4 Canal St., Windsor Locks, Conn. (Lift, platform and stevedore)
 Colson Co.; Box 550, Elyria Ohio. (Platform and stevedore)
 Electric Wheel Co.; Walton Heights, Quincy, Ill. (Platform and stevedore)
 Excelsior Plimtruck Co.; Woodland Ave., Stamford, Conn. (Lift, platform and stevedore)
 Fairbanks Co.; 393-399 Lafayette St., New York, N. Y. (Lift, platform and stevedore)
 (See advertisement elsewhere in this issue.)
 Globe Vise & Truck Co.; 1451 Front St., N. W., Grand Rapids, Mich.
 Hamilton Caster & Mfg. Co.; Hamilton, Ohio.
 Howe Chain Co.; 2-30 E. Clay Ave., Muskegon, Mich.
 Howe Scale Co.; Rutland, Vt.
 Jarvis & Jarvis, Inc.; 200 S. Main St., Palmer, Mass.
 Kent Machine Co.; Kent, Ohio.
 Koenig & Co., Edward L.; 569 W. Lake St., Chicago, Ill. (Lift, platform and stevedore)
 Lansing Co.; 602 Cedar St., Lansing, Mich. (Platform and stevedore)
 Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass. (Lift and stevedore)
 Lyon Iron Works, Inc.; Box A, Greene, N. Y. (Lift and platform)
 McKinney Mfg. Co.; Liverpool & Metropolitan Sts., Pittsburgh, Pa. (Stevedore)

**Save with AMERICAN Trucks and Truk-Paks**

ASK your dealer about pressed steel American Hand Trucks and Truk-Paks—the hand truck's skid platform that is revolutionizing handling methods. A special money-back guarantee permits any trial you may care to make. Investigate.

THE AMERICAN PULLEY CO.
 4200 WISSAHICKON AVENUE, PHILADELPHIA, PA.

Here Are Two Good Types

of

FAIRBANKS HAND-TRUCKS

We have hundreds of
other styles for you to
select from. Write us.



Fig.
A1304

Fig.
Q2183

The FAIRBANKS Company
Boston New York Pittsburgh
Distribution Everywhere



They Fit in the Picture

on every job of handling refrigerators
and pianos.

X-70 Refrigerator Trucks

allow two men to do the work of three men
more easily and without damage to cabinet,
floors, walls or woodwork. Light all steel frame;
4-inch rubber tired wheels; top casters for tilt-
ing and rolling into delivery
truck. Only pads touch cabi-
net. Fits all cabinets with
or without legs.....

\$34.50

Also ideal for handling upright pianos.

Ball bearing Swivel Casters on one end,
\$5.00 extra.

Buckeye Sill Piano Trucks

permit sure, easy, economical handling of up-
rights, baby grands and grands, eliminating
scrapping or marring of floors. Center wheel con-
struction allows balancing and turning without
lifting.

Write today for literature.

Self-Lifting Piano Truck Co.

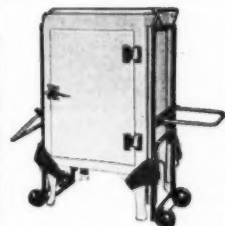
Manufacturers of Trucks for 32 Years
Findlay, Ohio

TRUCKS (Hand) Continued

Marion Malleable Iron Works; Box 689, 928 Miller Ave., Marion, Ind. (Dolly)
Market Forge Co.; Garney St., Everett, Mass.
Mennasha Wood Split Pulley Co.; P. O. Box No. J, Mennasha, Wis. (Lift and
stevedore)
Mercury Mfg. Co.; 4148 S. Halsted St., Chicago, Ill.
Norman, Wm. A.; 180 N. Michigan Ave., Chicago, Ill.
Nutting Truck Co.; 252 Kinsie St., Chicago, Ill. (Platform and stevedore)
Orangeville Mfg. Co.; Orangeville, Pa. (Stevedore)
Revolator Co.; 336 Garfield Ave., Jersey City, N. J. (Lift)
Saginaw Stamping & Tool Co.; Saginaw, Mich.
Self Lifting Piano Truck Co.; Findlay, Ohio. (Special piano)
Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich. (Platform and
dolly)
Streich & Bro. A.; 318 Eighth St., Oshkosh, Wis.
Transmission Ball Bearing Co., Inc.; 1005 Military Rd., Buffalo, N. Y. (Ele-
vating and changeable platform)
Tucker & Dorsey Mfg. Co.; Dept. D. W., S. State & Bates Sts., Indianapolis, Ind.
(Platform)
Warren Mfg. Co.; 10 Exchange St., Chicopee, Mass.
Warsaw Elevator Co.; 216 Fulton St., Warsaw, N. Y. (Platform and stevedore)
West Bend equipment Co.; 200 S. Water St., West Bend, Wis.

TRUCKS (Refrigerator)

R & R Appliance Co., Inc.; 208 E. Crawford St., Findlay, Ohio.
Self Lifting Piano Truck Co.; Findlay, Ohio.



YOU can make far more
money even at reduced
prices for your service when you
handle and deliver refrigerators
with an Easy-Way Carrier.
Write for information about this
new better method and equip-
ment for handling.

You pay nothing extra for swivel wheels on the Easy-Way.
Every Easy-Way is complete in every detail.
Buy direct from manufacturer and save \$10 to \$15.

R & R APPLIANCE CO., INC.
FINDLAY, OHIO

TRUCKS (Tiering)

Atlas Car & Mfg. Co.; 1100 Ivanhoe Rd., Cleveland, Ohio.
Clark Tractor Co.; Battle Creek, Mich. (also Lifting)
Crescent Truck Co.; 165 N. Tenth St., Lebanon, Pa.
Economy Eng. Co.; 2651 W. Van Buren St., Chicago, Ill.
Elwell-Parker Elec. Co.; 4110 St. Clair Ave., Cleveland, Ohio.
Excelsior Pimptruck Co.; Woodland Ave., Stamford, Conn.
Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass.
Mercury Mfg. Co.; 4148 S. Halsted St., Chicago, Ill.
New Jersey Dry & Machine Co.; 9 Park Place, New York, N. Y.
Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.
Terminal Eng. Co., Inc.; 17 Battery Pl., New York, N. Y.
Wright-Hibbard Ind. Elec. Truck Co.; Phelps, N. Y.
Yale & Towne Mfg. Co.; 4530 Tacony St., Philadelphia, Pa.

VAULTS (Fumigation)

Calcyanide Co.; 60 E. 42nd St., New York, N. Y.
Furniture Fumigation Corp.; 100 W. 101st St., New York, N. Y.
Haskelite Mfg. Corp.; 120 S. LaSalle St., Chicago, Ill.
(See advertisement elsewhere in this issue.)

WORK SUITS AND UNIFORMS

Carhartt-Hamilton Cotton Mills; Michigan Ave. & Kent St., Detroit, Mich.
Courtney & Son, Thomas; 310 Spring St., New York, N. Y.
Globe Superior Corp.; Lock Drawer O, Abingdon, Ill.
Hart Mfg. Co.; 16 E. Livingston St., Columbus, Ohio.
Hirsh-Weis Mfg. Co.; 205-209 Burnside St., Portland, Ore.
Industrial Garment Co.; 100-08 Liberty Ave., Ozone Park, Long Island, N. Y.
Lamb Mfg. Co.; 1301 Wabash Ave., Terre Haute, Ind.
Lee Mercantile Co., H. D.; 20th & Wyandotte Sts., Kansas City, Mo.
McDonald Mfg. Co., B. L.; Twelfth & Penn Sts., St. Joseph, Mo.
Motor Suit Mfg. Co.; 302 W. Ninth St., Kansas City, Mo.
Nunnally & McCrea Co.; 104-6 Mitchell St., S.W., Atlanta, Ga.
Oberman Mfg. Co., D. M.; P. O. Drawer 68, Jefferson City, Mo.
Risman & Son, John; 841 Blue Island Ave., Chicago, Ill.
Scott Mfg. Co., Cyrus W.; Houston, Texas.
Standard Garment Co.; Michigan & Orange Sts., Toledo, Ohio.
Strauss & Co., Levi; 98 Battery St., San Francisco, Cal.
Sweet, Orr & Co.; 15 Union Square, New York, N. Y.
Waco Garment Mfg. Co.; P. O. Box 134, Waco, Texas.
Welch-Cook-Beals Co.; 821-29 S. Third St., Cedar Rapids, Iowa.
Zions' Co-oper. Merc. Institution; P. O. Box 2300, Salt Lake City, Utah.

WHEELS (Industrial Truck)

Divine Bros. Company; 101 Whitesboro St., Utica, N. Y.
(See advertisement elsewhere in this issue.)
Fairbanks Co.; 393-399 Lafayette St., New York, N. Y.

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

WAREHOUSE DIRECTORY

A Guide to representative Merchandise, Cold Storage and Household Goods Warehouses, Forwarders, Terminals, and Transfer Companies, arranged by States and Towns

"Andy Says"

THE 1933 ANNUAL WAREHOUSE DIRECTORY ISSUE GOES TO PRESS AND CLOSES ITS FORM ON DECEMBER 13. IT REMAINS THE DIRECTORY FOR WAREHOUSING FOR THE NEXT 12 MONTHS.

FOR longer than thirty years the warehousemen and shippers of the United States and Canada have had a year-round meeting place . . . *Distribution and Warehousing*.

This publication has grown in prestige and in power with the industry. . . . As it grew, its service has broadened so that today its value to its readers and to its advertisers stands unique in publishing annals.

Its program for 1933 offers a 100 per cent service to its advertisers . . . a very considerable part of which is *without cost*.

This offer comes at the beginning of what even the dyed-in-the-wool pessimist believes is a new era of prosperity. You can't afford to overlook the opportunity it affords.

The warehousemen who decide to promote their business at the beginning of this new era will be far ahead of those who wait for business to find them out.

Your advertisement in each of these fourteen substantial editions (12 *D & W's* and 2 Supplements) gives you a complete coverage among the 7000 large national distributors and 4500 warehousemen all of whom represent the potential and real customers of public warehouses. Without them there would be no need for warehouses. This is an excess circulation of 20,000 that doesn't cost you a single penny . . . the whole program

involving an appropriation so modest that every advertiser in the field can profit by the prestige and sales-producing power of the one and only publication serving this industry.

First of all in the 1933 Prosperity Program of *Distribution and Warehousing* comes the 1933 ANNUAL DIRECTORY ISSUE, published in JANUARY. . . .

This is followed by the eleven regular monthly issues of *Distribution and Warehousing* from February to December, inclusive . . .

YOU PAY FOR YOUR ADVERTISEMENT IN THE FOREGOING AT REGULAR LOW RATES.

During the month of May, and again in September, a WAREHOUSE DIRECTORY SUPPLEMENT will be issued . . . with a circulation of 20,000 copies . . . in which the same advertising space you use in the twelve regular issues of *Distribution and Warehousing* will be published. . . . This we give you **AT ABSOLUTELY NO COST** if you become an advertiser in the twelve monthly issues of *Distribution and Warehousing*.

MAIL YOUR ORDER NOW TO START WITH THE GREAT 1933 ANNUAL DIRECTORY ISSUE.

Directory Rate \$125 per page—Basic rate (12 consecutive issues) \$100 (Agency commission recognized 15 per cent—30 days and 10 per cent thereafter).

"Andy"

CONVENTION CALENDAR

(Annual or Semi-Annual Meetings)

Jan. 9	New York Furniture Warehousemen's Association	New York City
Jan. 9 or 10	American Chain of Warehouses	Cincinnati
Jan. 9 or 10	Distribution Service, Inc.	Cincinnati
Jan. 11	New Jersey Furniture Warehousemen's Association	Newark
Jan. 11-14	American Warehousemen's Association	Cincinnati
Jan. 12	Jacksonville Warehousemen's Association	Jacksonville
Jan. 17	Warehousemen's Association of Port of New York	New York City
Jan. 17-22	National Furniture Warehousemen's Association	Chicago
January	Rochester Truckmen's & Warehousemen's Assn. of	Rochester
January	Warehousemen's Assn. of Port of San Francisco	San Francisco
January	St. Louis Furniture Warehousemen's Association	St. Louis
January	Southwest Transfermen's Association	El Paso
January	Toronto Cartage & Warehousemen's Association	Toronto
January	Wichita Warehouse & Transfermen's Association	Wichita

Jan. or Feb.	Kansas Warehouse & Transfermen's Association	To be announced
Jan. or Feb.	Massachusetts Warehousemen's Association	Boston
Feb. 13-14	Central Warehousemen's Association of Illinois	Joliet
February	California Van & Storage Association	To be announced
February	Kansas City Warehousemen's Association	Kansas City
February	Los Angeles Warehousemen's Association	Los Angeles
February	Maryland Furniture Warehousemen's Association	Baltimore
February	New Jersey Merchandise Warehousemen's Association	Newark
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February	Pennsylvania Furniture Warehousemen's Association	Philadelphia
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Knoxville
Fireproof Sigs. & Van Co.
Rowe Tfr. & Sigs. Co.
Memphis
Poston Sigs. Whse., Inc., John H.
Rose Warehouse Co.
Nashville
Bond, Chadwell Co.
Central Van & Sigs. Co.
Price-Bass Co., The

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Amarillo
Armstrong Tfr. & Sigs. Co., Inc.
Austin
Scobey Pfd. Whse.
Brownwood
Johnson Sigs. & Dist. Co.
Dallas
American Tfr. & Sigs. Co.
Dallas Tfr. & Term. Whse. Co.
Dallas-Trinity Whse. Co.
Inter-State Pfd. Sigs. & Tfr. Co.
El Paso
Daniel Sigs. Co., R. L.
Fert Worth
Binron-O'Keefe Pfd. Sigs. Co.
O. K. Warehouse Co.
Galveston
Wiley & Nicholls Co.
Hartlingen
Jones Tfr. & Sigs. Co., Inc.
Houston
Patrick Tfr. & Sigs. Co.
Universal Term. Whse. Co.
Westheimer Tfr. & Sigs. Co.
San Antonio
Merchants Tfr. & Sigs. Co.
Mueser-Jennill Whse. Co.
Scobey Pfd. Sigs. Co.
Southern Transfer Co., Inc.

Tyler
Tyler Whse. & Sigs. Co.
Wahita Falls
Tarry Whse. & Sigs. Co.

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Ogden
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Salt Lake City
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Jennings-Cornwall Whse. Co.
Security Sigs. & Com. Co.

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Norfolk
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Petersburg
Petersburg Bonded Whse. Corp.
Richmond
Brooks Tfr. & Sigs. Co., Inc.
Fisher, J. A.
Roanoke
Pitzer Transfer Corp.
Roanoke Public Whse.

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Lyon Van & Sigs. Co.
Olympic Whse. & C. S. Co.
Reliable Tfr. & Sigs. Co.
Taylor Edwards Whse. & Tfr. Co.
United Warehouse Co.
Winn & Russell, Inc.
Spokane
Cater Tfr. & Sigs. Co.
Spokane Tfr. & Sigs. Co.

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Maier Terminal Whse., Inc.

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La Crosse
Gateway City Tfr. Co.
La Crosse Term. Whse.
Madison
Union Tfr. & Sigs. Co.
Milwaukee
Atlas Storage Co.
Carlson Sigs. Co.
Coakley Bros.
Hansen Storage Co.
Lincoln Pfd. Whse. Co.
Terminal Warehouse Co.
Racine
Racine Sigs. & Tfr. Co.
Sheboygan
Sheboygan Furn. Fwdg. Co.

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Johnston National Sigs., Ltd.

MANITOBA

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Winnipeg
Ferguson Bros. Sigs.
Security Sigs. Co., Ltd.

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Hamilton
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London
Hill the Mover
Ottawa
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Toronto
Canadian Rail & Harbour Terminals, Ltd.
Hill the Mover
Pickard, Ltd., W. J.
Tippet-Richardson, Ltd.

QUEBEC

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Montreal
Montreal Rail & Water Terminals, Ltd.
Morgan Trust Co.
National Term. of Canada, Ltd.
Westmount
Westmount Tfr. & Sigs., Ltd.

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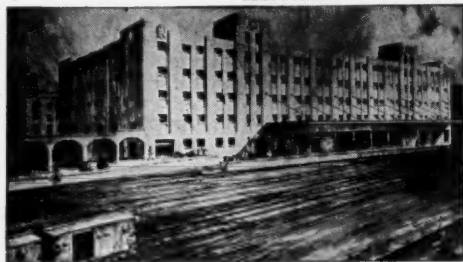
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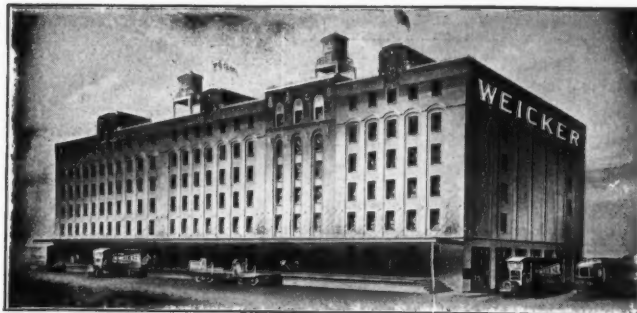
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Pool Car Distribution

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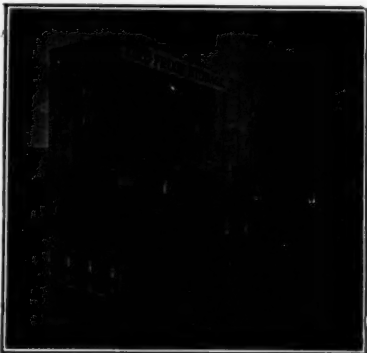
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(See Page Advertisement Directory Number)

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SHIPPING**Pool Car
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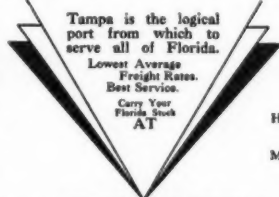
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STORAGE
POOL CAR
DISTRIBUTION



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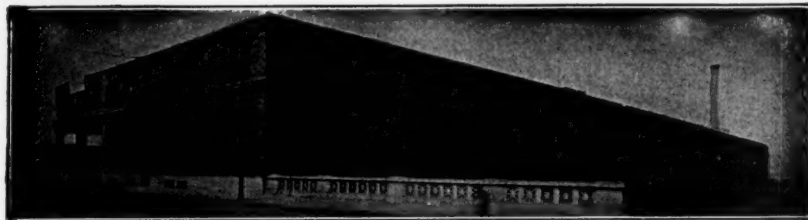
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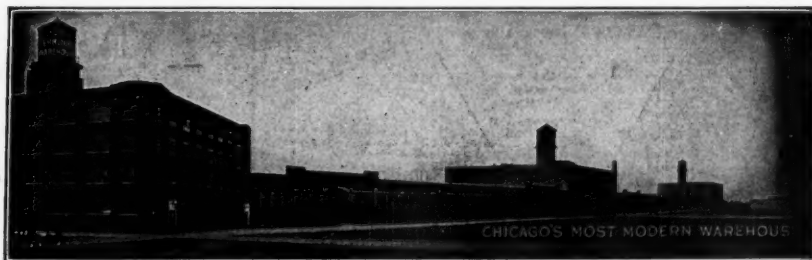
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No Cartage
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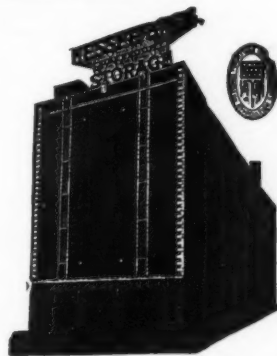
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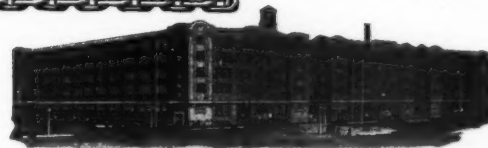
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THREE MODERN MERCHANDISE
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*Merchandise Storage in the Heart
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Direct Rail and Water Services—
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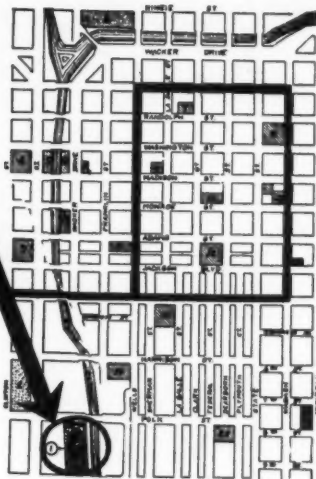
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No switching charges.
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35 years' warehousing nationally known accounts
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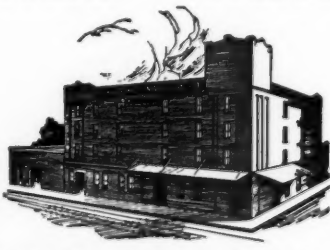
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Established 1880
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WE FURNISH MOTOR TRUCKS AND TEAM SERVICE

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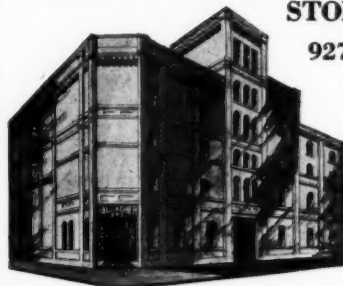
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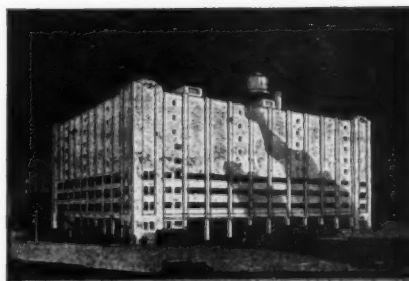
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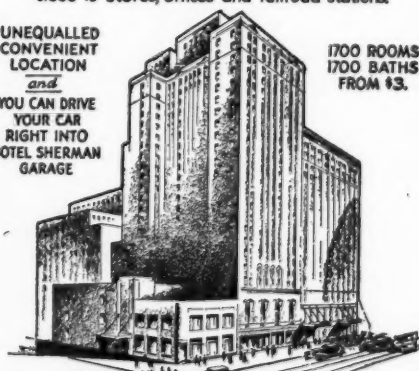
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Pennsylvania R.R. Trackage

RICHARDS STORAGE CORPORATION

Member NFWA—AWA—Mich. FWA and Allied Van Lines

LANSING, MICH.

LANSING STORAGE COMPANY

The only modern fireproof warehouse in
Lansing exclusively for household storage.

RUG—TRUNK—SILVER VAULTS

WE KNOW HOW

440 No. Washington Ave.
(Member of Allied Van Lines, Inc.)



MUSKEGON, MICH.

RICHARDS WAREHOUSES

NFWA—AWA—MFWA—Allied Van Lines

Most central Lake port in Western Michigan.
Pere Marquette Trackage.

General Merchandise—Household Goods Moved—Packed—Shipped
Richards Storage Corporation, 410-420 Morris Street

PONTIAC, MICH.

Member—N.F.W.A., A.V.L., Mich.F. W. A.
GAUKLER FIREPROOF STORAGE CO.

Moving, storing, packing and shipping of household goods
9-11 ORCHARD LAKE AVE.
Operated in conjunction with

PONTIAC CARTAGE COMPANY

350 S. JESSIE ST. AT G. T. R. R.
Merchandise distribution and warehousing
Fireproof warehouse—Office space—Private siding

SAGINAW, MICH.

CENTRAL WAREHOUSE CO.

GENERAL WAREHOUSEMEN AND FORWARDERS

MERCHANDISE DISTRIBUTION

SPRINKLER SYSTEM

Private Sidings M. C. R. R.

SAGINAW, MICH.

Office
N. Michigan Ave.

DULUTH, MINN.

Established 1892

Thirty-Two Years of Experience

DULUTH VAN & STORAGE CO.

18 Fourth Avenue, West

Modern Storage Facilities for

Household Goods & Merchandise

POOL CAR DISTRIBUTORS

Located on Terminal Tracks—No Switching Charge

DULUTH, MINN.

SECURITY STORAGE & VAN CO.

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NEW MODERN WAREHOUSE FOR

HOUSEHOLD GOODS AND MERCHANDISE

POOL CAR DISTRIBUTION

FREE SWITCHING

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Established 1882

Cameron

TRANSFER & STORAGE CO.

734-758 Fourth Street North

Distributing and Warehousing Merchandise
and Household Goods

Conveniently located in business district.
Trackage on C. B. & Q. and G. N. Rys.

Motor Truck and Team Service
Local and Long Distance Hauling

MINNEAPOLIS, MINN.

KEDNEY WAREHOUSE CO.

617 Washington Ave. No.



Complete Storage
and Distribution Service



Houses in St. Paul and Grand Forks

MINNEAPOLIS, MINN.

In Minneapolis—

Minneapolis Terminal Warehouse Company
provides complete storage and distribution services for the Northwest
market for many of the largest national distributors.

In St. Paul—

St. Paul Terminal Warehouse Company
offers identical services and facilities under the same management.
We invite your inquiries.

MINNEAPOLIS, MINN.

The Northwestern

TERMINAL

PUBLIC BONDED WAREHOUSE
WITH COMPLETE FACILITIES

OPERATING OFFICE: 340 Stinson Boulevard, Minneapolis, Minn.
Members, Minn. W.A.—A.W.A.



Here you get close to MINNEAPOLIS Buyers

MINNEAPOLIS, MINN.

Established 1895

WIDHOLM TRANSFER & STORAGE CO.

115 First St. No.

Storage of Merchandise and Household Goods.
Sprinkler System. Pool Car Distributors. Heavy Hauling.
Warehouse No. 2 on C. N. W. Tracks.

ROCHESTER, MINN.

Carey Transfer & Storage

903 6th St., N. W.

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delivery of Merchandise. Movers, packers, shippers and
manufacturers' distributors. Motor van service. Assoc.
AWA MinnWA.

ST. PAUL, MINN.

FIDELITY STORAGE & TRANSFER CO.

HIGH GRADE STORAGE ACCOMMODATIONS.

Office: 38 East Fourth Street

Pooled Cars Distributed Two Warehouses Fireproof on Ry. Trackage
HIGH GRADE STORAGE ACCOMMODATIONS
Merchandise and Household Goods
Let Fidelity serve as your branch house.

The Men Who Distribute

Schlitz Beverages

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

ST. PAUL, MINN.

CENTRAL WAREHOUSE COMPANY
SAINT PAUL-MINNEAPOLIS

At the junction of nine railroads where one stock serves the Twin Cities and Northwest. L. C. L. shipping without carting. Twenty warehouses. Five miles of trackage. Served by our own electric locomotive.

MERCHANDISE STORAGE

DISTRIBUTION COLD STORAGE

\$2,000,000.00 investment. \$50,000.00 bond. Shipping station—Minn. Transfer, Minn.

Represented by

DISTRIBUTION SERVICE, INC.

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NEW YORK CITY CHICAGO SAN FRANCISCO
Phone Bowling Green 9-0996 Phone Sup. 7189 Phone Sutter 3461

*An Association of Good Warehouses
Located at Strategic Distribution Centers*

KANSAS CITY, MO.

In Kansas City

it's the **A-B-C FIREPROOF WAREHOUSE CO.**

Distribution Cars are so handled as to carefully safeguard your own interests and those of your customers.

Three Fireproof
Constructed Warehouses

Agents
Allied Van Lines, Inc.

KANSAS CITY, MO.

"THE HEART OF AMERICA"



A DAMS

TRANSFER & STORAGE CO.

228-236 West Fourth Street.

"Surrounded by the Wholesale District"

Merchandise Storage—Low Insurance
Rates—Pool Car Distribution—Freight
Forwarders and Distributors—City
Delivery Service, twice daily—Prompt
and Efficient Service—Excellent System
of Stock Records and Reports.

RESPONSIBLE
RELIABLE
REASONABLE

Members: American Chain of Warehouses,
American Warehousemen's Association,
Traffic Club of E. C., Kansas City Chamber
of Commerce, U.S. Chamber of Commerce.
Write us for information and rates

ST. PAUL, MINN.

KEDNEY WAREHOUSE COMPANY

8th and John Streets

OUR ST. PAUL PLANT—is modern with complete warehouse facilities, assuring up-to-date service and care for—

STORAGE AND DISTRIBUTION

Merchandise—Household Goods

Modern warehouses also at Minneapolis and Grand Forks

ST. PAUL, MINN.

In St. Paul—

St. Paul Terminal Warehouse Company

provides complete storage and distribution services for the Northwest market for many of the largest national distributors.

In Minneapolis—

Minneapolis Terminal Warehouse Company

offers identical services and facilities under the same management. We invite your inquiries.

KANSAS CITY, MO.

CENTRAL STORAGE CO.

PROVIDES

"Kansas City's Best Warehouse Service"

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SPACE LEASES—TRUCK DELIVERIES

POOL CARS DISTRIBUTED—LOW INSURANCE

TWO CENTRAL LOCATIONS

Main Office and Plant—1427 West 9th St.

In Center of Wholesale and Freight House District

Downtown Warehouse—2004 Grand Ave.

In Retail District—Close to Union Station

"50 YEARS OF KNOWING HOW"

JACKSON, MISS.

RICKS STORAGE CO.

BONDED WAREHOUSEMEN

Complete Warehouse Facilities for Storage and Distribution MERCHANDISE

Experienced Organization and Equipment for

MOVING, PACKING and STORING HOUSEHOLD GOODS

Modern Buildings, Sprinklered, Private Siding ICRR Co., Low Insurance Rate

MOTOR TRUCK SERVICE

JOPLIN, MO.

Tonnies Transfer & Storage Co.

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Joplin, Mo.

Distribution and storage of merchandise

Fireproof warehouses—Motor van service

On railroad siding—Lowest Insurance rates

PACKING—STORAGE—SHIPPING

The Men Who Distribute

Cleveland Tractors

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and consult the Shippers' Index

The Men Who Distribute

Nestle's Food

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

KANSAS CITY, MO.

Financing

CROOKS TERMINAL WAREHOUSES

"Kansas City's Finest Warehouses"

LOWEST INSURANCE RATES

BEST RAILROAD FACILITIES

IN THE HEART OF THE FREIGHT

HOUSE AND WHOLESALE DISTRICT

Operating

Brokers' Warehouse, Security Warehouse, Terminal
Warehouse

KANSAS CITY, MO.

MONARCH STORAGE

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KANSAS CITY, MO.

DAN P. BRAY, Pres.

KANSAS CITY, MO.

W. E. Murray Transfer & Storage Co.

Modern Fireproof Warehouse with private siding on terminal tracks connecting all Railroads.
Distribution and Storage Merchandise and H. H. Goods.
Pool Cars Promptly Handled and Reports Mailed in.
Motor Truck Service, City and Interurban.

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Missouri Warehousemen's Assn.
K. C. Warehousemen's Assn.

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Shipments Forwarded Without Drayage Charge

MERCHANDISE

Storage and Distribution

We solicit your business and offer you SERVICE that is satisfactory at all times.

KANSAS CITY, MO.



UNITED WAREHOUSE CO.
Merchandise Warehouses
**STORAGE
FORWARDING
AND
DISTRIBUTING**
CAPITAL \$100,000.00

Write for our booklet

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Member of A. W. A.

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"Right in the Midst of Business"

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For Speedy Deliveries

BROOKS TRUCK CO.

Fast Freight and Refrigerator Truck Service from Kansas City to Marshall, Mo., and 35 other towns East of K. C. Water and dirt proof vans. We also distribute carloads from Marshall to intermediate points. Storage facilities.

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**L. C. L. DISTRIBUTION WITHOUT CARTAGE
SAVES YOU REAL MONEY**

See Directory Number (Page 277)

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ST. LOUIS, MO.

—in St. Louis

Operating—
Langan & Taylor
Storage and Moving Co.
R. U. Leonori
Auction and Storage Co.
New York
Storage Company
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Storage and Moving Co.

5 great household storage and moving companies are owned and operated by this single organization—centering strength and facilities and bettering service.

In addition to these, we have leased an 80,000 sq. ft. capacity warehouse on the Missouri Pacific & Frisco R. R. for consolidation of shipments and merchandise storage.

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WAREHOUSING COMPANY**

Office
W. W. NIEDRINGHAUS, Pres.

4908 Delmar Ave., St. Louis, Mo.

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ESTABLISHED 1913

Unsurpassed Facilities for Handling
Household Goods, Fireproof Warehouse

Your Interests Will Be Safely Guarded

**BENA
LANGAN
STORAGE & VAN CO.**

5201 Delmar Blvd.

Member Chamber of Commerce. N. F. W. A.

ST. LOUIS, MO.

Lincoln Warehouse

LEE ORCUTT, President

1723 Locust St.

Saint Louis

Personal attention with tact and courtesy
to customers.

Collections and claims handled rapidly.

Our staff of movers and packers are
white men.

ST. LOUIS, MO.

**S. N. Long Warehouse
ST. LOUIS**

"Business Making Service"



ST. LOUIS, MO.

In ST. LOUIS, It's **THE MART**

A complete public warehouse and branch house service. Lowest insurance rate in St. Louis District. No drayage on in or out-bound less-carload shipments. St. Louis rates apply to and from the Mart warehouse with no additional switching charges.

Features of the Largest, Most Modern Warehouse in St. Louis

Trackage for 120 cars daily, with covered docks to protect merchandise. Covered docks for 50 trucks, eliminates delays for customers calling at warehouse with their own equipment. 80-foot private street along truck docks prevents traffic congestion. 10 high-speed, self leveling elevators with capacities up to 9 tons. Steel and reinforced concrete construction, fireproof and completely sprinklered.

ST. LOUIS MART, Inc.

Terminal Warehouse Division
STATE AND U. S. CUSTOMS BONDED

BUTTE, MONT.

CHRISTIE TRANSFER AND STORAGE CO.

TWO WAREHOUSES—VAULT STORAGE
POOL CAR DISTRIBUTING, FORWARDING, FREIGHT
630 Utah Ave. and 802 So. Arizona St.,
Butte, Montana

Member, A.W.A.—N.P.W.A.—Tr. & Shipmen's Assn. of Mont.

HASTINGS, NEBR.

1876

1932

Borley Storage & Transfer Co., Inc.

Pool Car Distribution
FIREPROOF **BONDED**
FREIGHT TRUCK CONNECTION TO ALL OF THE
CENTRAL PART OF THE STATE

LINCOLN, NEBR.

100,000 Sq. Feet
Lincoln, Nebraska
301 N. 8th Street

35,000 Sq. Feet
Grand Island, Nebraska
311 W. 4th Street

SULLIVANS

1889 44 Years of Continuous Service 1933

Merchandise and Household Storage—Pool Car Distribution.
General Cartage—Trucking—Assembling.

We operate Thirty Trucks and have connections to all points in the State.

Our buildings are clean, both Fire and Non-Fireproof, located on the lines of the C. B. & Q.—Mo. Pacific and Union Pacific with all other lines entering either city, absorbing switching.

We are Bonded by the State—Our rates are reasonable. We solicit your business and guarantee satisfaction. Investigation invited.

SULLIVANS

Transfer & Storage Co. Grand Island Storage Co.
Lincoln, Nebr. Grand Island, Nebr.



LINCOLN, NEBR.

UNION TERMINAL WAREHOUSE

Concrete fireproof construction. 215,000 sq. ft. storage; 3000 sq. ft. office and display space. Consign shipments any railroad. Free switching. Low insurance rates. See D. & W. annual Directory.

COMPLETE WAREHOUSING SERVICE

Member: A. C. W.

OMAHA, NEB.

Member of N. F. W. A.—A. W. A.

FORD BROS

Van & Storage Co.



Moving, Storage, Crating, Pool Cars, Moth Proofing, Merchandise—just a few of the items included in our modern service.

Fireproof warehouse. Ray A. Ford, President; Roy V. Ford, Treasurer. Use our service!

OMAHA, NEBRASKA

(See "Council Bluffs, Iowa")



The Men Who Distribute

General Electric Products

Read DISTRIBUTION AND WAREHOUSING
and consult the Directory of Warehouses

ST. LOUIS TERMINAL WAREHOUSE CO.



Largest Warehouse Organization in St. Louis

(For industrial storage)

We operate five separate storage warehouses, all on railroad tracks with private sidings connecting with all rail lines entering St. Louis; also, all warehouses have free carload delivery and receipt of merchandise to and from Mississippi River Barge Line. Three of our warehouses are built over a Union Freight Depot, which permits us to forward your freight economically. Our fleet of trucks deliver to St. Louis and to surrounding towns and cities daily.

We handle a larger volume of business than any other Industrial Storage organization in St. Louis, and our warehouses are so located as to serve every industry conveniently and economically.

Let us help increase your sales by prompt, accurate and courteous service.

935 CLARK AVE. GENERAL OFFICES: ST. LOUIS, MO.

OMAHA, NEB.

GORDON

Storage
Warehouses, Inc.
Merchandise and Household Goods

Four modern, sprinklered warehouses, located on trackage.
We handle pool cars, merchandise and household goods.
Trucking service. Let us act as your Omaha Branch.

MEMBER OF
DISTRIBUTION SERVICE, INC.

Main Office 219 N. 11th St.

Member: A.W.A.—N.F.W.A.

OMAHA, NEBR.

Personal
Attention

Satisfaction
Guaranteed

Household
Goods

Merchandise
Pool Cars



CHAS. KNOWLES, Pres.

KNOWLES FIREPROOF WAREHOUSE, Inc.

Ninth and Farnam Sts.

CONSIGN OMAHA SHIPMENTS TO US

Route: Any Ry. entering Omaha

Reference: Any Bank in Omaha

Member—Nebraska Motor Transport Association

OMAHA, NEBR.

Pacific Storage & Warehouse Co.

1007-9-11 JONES STREET

Merchandise Storage and Distribution — Pool cars solicited

Private Siding — Motor Trucks

Our Warehouse is in the Center of the Jobbing and Business District.

SERVICE THAT SATISFIES IS OUR MOTTO

Members of the Central Warehousemen's Club, American Warehousemen's Ass'n.

OMAHA, NEB.

THE TERMINAL WAREHOUSE CO.

MAIN OFFICE 1013-23 JONES ST.

COMPLETE WAREHOUSING SERVICE

MEMBER A.W.A. N.F.W.A. A.V.L. N.W.A.

ASBURY PARK, N. J.

AVON
BELMAR
BRADLEY BEACH
DEAL
OCEAN GROVE
SPRING LAKE

Stiles Express

Office 204 Main St.

STORAGE WAREHOUSE

Household Goods and Merchandise
Storage, Shipping. Pool Car Shipments.

The Men Who Distribute

Jack Frost Sugar

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and consult the Directory of Warehouses

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**ELDRIDGE EXPRESS and STORAGE
WAREHOUSE CO.**

Office: 3526 Atlantic Avenue
Inter-City Auto Service
Fireproof Storage Warehouse

Heavy Hauling



Member of N.F.W.A., N.J.F.W.A., A.W.A., A.V.L.

P. R. R. private
railroad siding
and storage
yard

Storage for
Goods and
Merchandise
Piano Moving

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ASBURY PARK, N. J.

Reference any bank in our city

Anderson's Express & Storage
Brinley and Railroad Ave.

Packing, Crating, Storage and Shipping of
Household Goods

Merchandise Storage and Distribution—Pool Cars, Heavy Duty
Hauling—Long Distance Moving, R.R. Siding N. Y. & L. B. R.R.

CAMDEN, N. J.

C. S. & E. J. ZEIGLER, Proprietors

THE PARK STORAGE WAREHOUSE CO.

Main Office and Warehouse:

HADDON AVE. AND PINE ST., CAMDEN, N. J.

Estimates Cheerfully Given

Phones, Bell 1269, Eastern 34651

STORAGE, MOVING, PACKING AND SHIPPING

Auto Vans—No Road Too Long

Member: N. F. W. A. and N. J. F. W. A.

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Established 1887 R. T. BLAUVELT, President

Lincoln Storage Warehouses

Bloomfield
Caldwell
Glen Ridge
Irvington

Office, 75 Main Street

—Serving—

All the Oranges

Maplewood
Montclair
Newark
Summit

Agents for Aero Mayflower Transit Company.

HACKENSACK, N. J.

RUTHERFORD, N. J.

WESTWOOD, N. J.

GEO. B. HOLMAN & CO., Inc.

STORAGE

SHIPPING

PACKING

HOUSEHOLD GOODS

Most Modern Equipment in North Jersey

Complete Warehouse Service

Motor Vans for Local and Long Distance Hauling

Members N. J. F. W. A. and N. F. W. A.

Agent: Allied Van Lines, Inc.

JERSEY CITY, N. J.

BRITISH-AMERICAN STORES, Inc.

(Warehouse) Colden & Varick Streets

Merchandise Exclusively

Offices: 30 Journal Square, Jersey City, New Jersey

ABSOLUTELY FIREPROOF WAREHOUSE

Storage & Warehousing of General Merchandise

Low Insurance Rates

Telephone Montgomery 5-7273

One of the greatest wastes in busi-
ness today is the inability of many
advertisers to stick to adopted
programs.

JERSEY CITY, N. J.

Members: N. J. F. W. H. A.
National F. W. H. A.

Goodman Warehouse Corporation

830 Bergen Avenue, Jersey City, N. J.

Most Modern Fireproof Warehouse in the State.
Bayonne Warehouse:—21 W. 20th Street.

NEWARK, N. J.

JOS. J. KROEGER

Tel. Market 7372

Storage—Fireproof or Non-Fireproof
Motor Trucks for Long Distance Moving
546-552 Central Ave.

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K. & E. LIBERTY VAN CO.

Up-to-date facilities for lift van consignments
Four story modern storage facilities, private siding
on central railroad, distribution of pool car shipment,
and a fleet of large padded vans assure speedy delivery.

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Jersey City, N. J. Bigelow 3-9463 Union City, N. J.
79 Kearney Ave. 245 New York Ave.
Del. 3-6260 Union 7-1389

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**Lehigh Warehouse &
Transportation Co., Inc.**

98-108 Frelinghuysen Ave., Newark, N. J.

Storage and Distribution of
General Merchandise.
Lehigh Valley Railroad siding.
We operate our own fleet of Motor
Trucks making store door
delivery within a radius
of 30 miles.



NEWARK, N. J.

Distribution Service

ESSEX WAREHOUSE CO.

600 OGDEN ST., NEWARK, N. J.

Located in the very heart of the city.
Direct R.R. Siding and Piers.

A. W. A.
N. J. M. W. A.

Merchandise Storage

NEWARK, N. J.

T. L. MORTON, Manager

MODEL STORAGE WAREHOUSES

54-56 Broadway

FIREPROOF STORAGE
EXPERTS IN HANDLING SHIPMENTS OF HOUSEHOLD
GOODS

YOU KNOW—WE KNOW HOW

Members: New Jersey F. W. A.—National F. W. A.—Canadian S. W. A.

NEWARK, N. J.

Fine,
Clean,
New,
H H G
Vaults.
Central
Location.
Equip-
ment
for
handling
your
consign-
ments
promptly
and
intelli-
gently.



**Knickerbocker Storage
Warehouse Company**

Newark's Leading Warehouse

96 to 106 Arlington Street

John Mulligan, Pres. Wm. Mulligan, Vice-Pres.
James E. Mulligan, Sec. and Mgr.

MOVING, PACKING, DISTRIBUTION, SHIPPING, MOTOR
EQUIPMENT

Member N. F. W. A. and N. J. F. W. A.

PATERSON, N. J.

THE SAFETY STORAGE CO.

Two Modern Fireproof Warehouses for Storage of Household Goods and
Merchandise

Carload Distribution
MOVING PACKING SHIPPING
MOTOR TRUCK SERVICE

Joseph E. Gibbs, Manager
Principal Office: 41-43 Governor St., Paterson, N. J.
Telephone 2288 Paterson

P. M. Boggs, vice-president, Canada
Dry Ginger Ale, Inc., said: "If you want
to sell the year round, you must adver-
tise the year round. It takes more
courage, in my opinion, to pursue this
policy than it does to make the decision
that your business is going to be a year
round seller."

The Men Who Distribute

Dr. Miles Medicines

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and consult the Shippers' Index

TRENTON, N. J.

A. V. MANNING'S SONS

20 SOUTH BROAD ST.

Fireproof Storage Warehouses
Household Goods Storage, Packing, Shipping
Local and Long Distance Moving

TRENTON, N. J.

Petry Express & Storage Co.

(INCORPORATED)

STORAGE WAREHOUSES
MERCHANDISE and HOUSEHOLD GOODS
MOVERS—PACKERS—SHIPPERS
MOTOR VAN SERVICE

Carloads Distributed. Members—N. F. W. A. Manufacturers' Distributors.

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**Albany Terminal & Security
Warehouse Co., Inc.**

Main office: 1 Dean Street

Storage for every need. Pool cars a specialty. Available storage space for rent if desired. Direct track connections with all railroads running into Albany.

Member of
American Chain of Warehouses
American Warehousemen's Association

ALBANY, N. Y.



Colonie and Montgomery Sts.

Local, regional and storage-in-transit
service, offering every facility known
to modern distribution.New
Ultra-Modern
Plant

Continent-wide

Trunk Line
Terminal
Complete Service

Connections

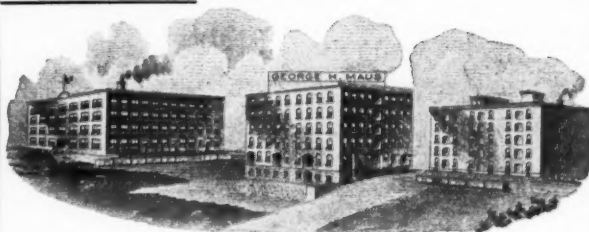
ALBANY, N. Y.

Hudson River Storage & Warehouse Corp.

(Bonded)

STORAGE and DISTRIBUTION
Private Siding. Sprinklered.

AMSTERDAM, N. Y.



Public Storage, Sprinkler System, Lowest Insurance, Trucking, Forwarding, Marking, Weighing, Sampling, Storage in Transit Privileges. Warehouse Receipts Recognized by Bankers for Loan Purposes.

On Main Line of New York Central Railroad, West Shore Railroad, New York State Barge Canal.

Opposite New York Central Freight Station, Private Siding.

U. S. Customs Bonded Warehouse, Storage in Bond. U. S. Licensed Warehouses, Under Federal Government Supervision License No. 123.

GEORGE H. MAUS, Inc.

STORAGE WAREHOUSES

25-35 Hamilton St., Amsterdam, N. Y.

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Since 1872

E. W. CONKLIN & SONLargest and Best Located Warehouse in City at
28-48 Montgomery StreetSTORAGE AND DISTRIBUTION
of Merchandise, Autos, Pool Cars
Direct R.R. 20 Car Capacity Siding on BOTH
D. L. & W. and D. & H. with ERIE Connection
Members: A.W.A.—N.Y.S.W.A.—C.N.Y.W.C.

BINGHAMTON, N. Y.

CONLON STORAGE CO.

100 Roundhouse Road

General Merchandise Storage and Distribution—
Pool Cars Distributed—Motor Truck Service—
Direct Lackawanna R.R. Siding

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JOHN B. SOUTHEE, Inc.Moving — Trucking — Storage
Long Distance MovingMember of
National Furniture Warehousemen's Association
Central New York Warehouse Association
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Chas. E. Bowman Co.
MODERN STORAGE WAREHOUSES
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Shipments from Correspondents*

Call on us at any time for any class of work. We can handle collections for you carefully and quickly. Our strictly fireproof building is ideally equipped for storage of household goods and valuables. We pack goods for shipment. We render our many clients a special service. Our fleet of electric and gasoline vans insures you deliveries immediate and safe. If you need any special service call on us.

EAGLE WAREHOUSE and STORAGE COMPANY
28 to 44 Fulton St., Brooklyn, N. Y.

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**LONG ISLAND STORAGE
WAREHOUSES, INC.**

NOSTRAND AND GATES AVES.
BROOKLYN, N. Y.

FIREPROOF THROUGHOUT

**Largest and Oldest Established Warehouses in
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Modern in Every Respect

Member of A.W.A.—N.F.W.A.—N.Y.F.W.A.—V.O.A.

BROOKLYN, N. Y.



Established 1880
Peter F. Reilly's Sons
Fireproof Warehouses
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"First Moving Vans in America"

Household Goods and Works of Art, Storage, Packing, Shipping
Members: N.Y.F.W.A., N.F.W.A., F.W.A. of B. & L.I.,
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BROOKLYN, N. Y.

John D. White, Pres. Chas. D. Strang, V. Pres.
R. C. Knipe, Treas.

Chas. D. Strang, Inc.

Fireproof Warehouses

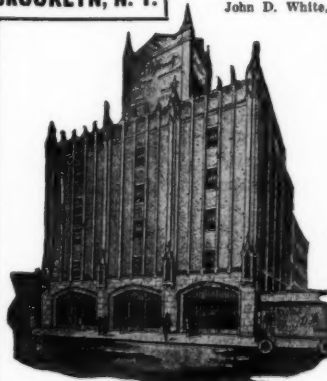
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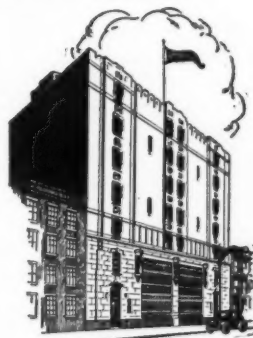
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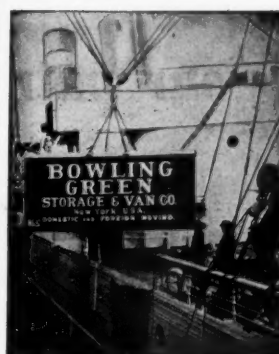
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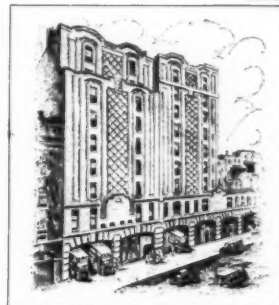
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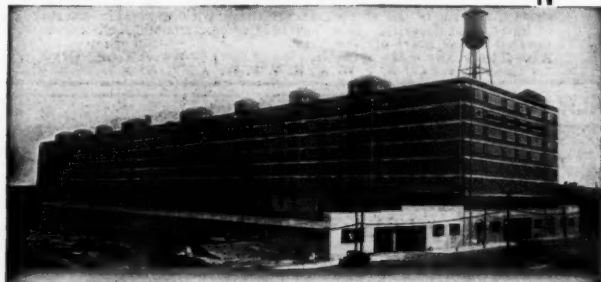
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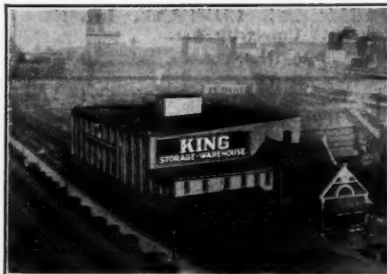
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MERCHANDISE STORAGE ONLY. POOL CARS DISTRIBUTED. MOTOR TRUCK SERVICE LOCAL AND DISTANCE. PRIVATE RAILROAD SIDING.

ESTABLISHED 1908

CHARLOTTE, N. C.

Carolina Transfer & Storage Co.

1230 W. Morehead St., Charlotte, N. C.

Bonded fireproof storage.

Household goods and merchandise.

Pool cars handled promptly. Motor Service.

Members A. W. A. and N. F. W. A.

CHARLOTTE, N. C.

STANDARD BONDED WAREHOUSE COMPANY

1211 McCall Street

MERCHANDISE STORAGE AND DISTRIBUTION

PRIVATE SIDING

MOTOR SERVICE

INSURANCE RATE 13½c.

Member A. W. A.

CHARLOTTE, N. C.

Pool Car Distributors
Private Sidings

**MERCHANDISE
STORAGE**



UNION STORAGE & WAREHOUSE CO., INC.
(BONDED)

1000-1008 West Morehead St.
Private Branch Exchange

20 Private Offices
Insurance Rate 25c

GASTONIA, N. C.

**Adams Transfer and
Storage Co.**

(Successors to Huffstatter Transfer Co., Inc.)

Merchandise warehouse, Pool car distribution. Private siding on Southern Railroad.

481 W. Airline St.

Gastonia, N. C.

GREENSBORO, N. C.

E. C. LAND

Champion Storage & Trucking Co.

Storage and Distributing Merchandise

Truck Deliveries Within Radius of Fifty Miles.

Light Fast Trucks

213 E. Washington St., Greensboro, N. C.

GREENSBORO, N. C.



South Atlantic Warehouse Co., Inc.

Greensboro, North Carolina

Storage of Merchandise and Household Goods.

Forwarding Merchandise. Private Railroad Sidings.

Sprinkler System. Low Insurance Rate.

Pool Cars Handled Quickly.

MEMBERS: A. W. A., N. F. W. A.

RALEIGH, N. C.

Raleigh

One of the South's Most Important Distribution Points

Efficiently Served by

Carolina Storage & Distributing Co.



Modern Warehouse, Conveniently Located, Complete Merchandise Storage and Distribution Service, Motor Service.

WILMINGTON, N. C.

33,000 Sq. Ft. Floor Space—Fireproof

Farrar Transfer & Storage Warehouse

1121 South Front Street

Household Goods, Storage, Packing, Shipping

POOL CAR DISTRIBUTION

MOTOR SERVICE

Use Private Siding—A. C. L. R. R.

WINSTON-SALEM, N. C.

Established 1918

Lentz Transfer & Storage Company

Office: 232 S. Liberty St., Winston-Salem, N. C.

Fireproof Bonded Warehouse Centrally Located—Ins. Rate .30% cents.—General Merchandise Storage and Distribution—Household Goods Storage—Packing—Shipping Direct R.R. Siding, Pool Car Distribution—Local and Long Distance Moving.

Member of N. F. W. A.



FARGO, N. D.

Union Storage & Transfer Co., Fargo, N. D.

General Storage—Cold Storage—Household Goods

Established 1906

Four warehouse units, total of 160,500 sq. ft. floor space—two sprinkler equipped and two fireproof construction. Low insurance rates. Common storage, cold storage and household goods. Ship in our care for prompt and good service.

Office: No. 806-10 Northern Pacific Avenue

AFA—ACW—Minn. FA—NFWA.

GRAND FORKS, N. D.

Attention—Traffic Manager!

The recent decision of the I. C. C. in Class Rate Case docket 17000-2 has made it advantageous for you to carry spot stocks and distribute your pool cars at Grand Forks for Northern North Dakota and Northwestern Minnesota. Let us check the rate for you on any commodity.

KEDNEY WAREHOUSE COMPANY, INC.

A. W. A.

N. F. W. A.

MINN. W. A.

D. M. C. A.

AKRON, OHIO

L. J. DANIELS, *Vice-Pres. & Gen. Mgr.***City View Storage Co.**

70 CHERRY ST.

100,000 square feet of fireproof construction devoted to household and merchandise storage. Also fireproof constructed individual rooms. Low insurance rate.



LONG DISTANCE MOVING

Pool Cars and Spot Stock Accounts Solicited.

Private Siding B. & O. R.R.

Free Switching all Roads

Member Ohio Warehousemen's Assn.

AKRON, OHIO

COTTER WAREHOUSES

INCORPORATED

235 E. Mill Street

Concrete, fireproof building. Storage for household goods and merchandise. Local and long distance moving.

AKRON, OHIO

The KNICKERBOCKER

WAREHOUSE & STORAGE CO.

36 CHERRY STREET

Household Goods and Merchandise

Fireproof Warehouse—Local and long distance moving.

CINCINNATI, OHIO

CINCINNATI TERMINAL WAREHOUSE, INC.

Central Ave. and Augusta St.

MERCHANDISE — STORAGE — DISTRIBUTION



Largest Most Modern Strictly Fireproof Warehouse in Ohio
7,800,000 cu. ft. General Storage—1,500,000 cu. ft. Cold Storage

CINCINNATI, OHIO

STORAGE
Warehousing and DistributingCAPACITY OVER 300,000 SQ. FT.
Sprinkler System.

Low Insurance Rate

Railway siding.

Prompt and efficient services.

WAREHOUSE RECEIPTS ISSUED BY US
ARE READILY NEGOTIABLE FOR CASH**The Cincinnati Tobacco Warehouse Co.**

CENTRALLY LOCATED

No. 7 W. Front St., Cincinnati, Ohio

CINCINNATI, OHIO

Consolidated Trucking, Inc.
Local and Long Distance Trucking
—Storage

N. W. Corner Pearl and Plum

Merchandise Storage

Penn. R.R. Siding

Pool Cars

Inter-City Truck Depot



CINCINNATI, OHIO

The Fred Pagels Storage Co.

937 West 8th St.

Reliable Dependable

Near all railroads entering Cincinnati. Serve all suburbs.

Member NFWA-OWA

CINCINNATI, OHIO

Anthony D. Bullock—Managing Director

**THE SECURITY STORAGE CO.**

706 OAK STREET

Packing—Shipping—Storage

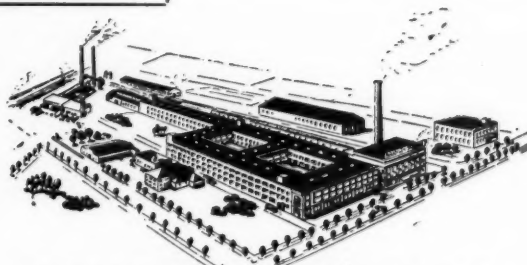
Fireproof Warehouse, Private Siding

Consign all Shipments to Avondale Station

H.H.G. Pool Cars Solicited

Member N. F. W. A.—O. W. A.—O. A. C. H.

CLEVELAND, OHIO

**BRAMLEY STORAGE CO.**

A Storage House of Distinction

Railroad Siding, Low Insurance Rates, Sprinkler System
C.F.W.A. and Steam Heated O.W.A.

CLEVELAND, OHIO

Mercantile Storage and General Trucking

Bulk Oil Storage, 125,000 Gallons. Low Insurance. Sprinkler System. Private Siding on C. C. & St. L. R. R. Pool Cars for Distribution. Motor Truck Service.

THE CURTIS BROS. TRANSFER COMPANY

Cleveland, Ohio

Member of A. W. A.

Pluck and Business
Enterprise
All in One Word
“Advertise”

CLEVELAND, OHIO



Central Viaduct and West 14th St.
Local, regional and storage-in-transit
service, offering every facility known
to modern distribution.

New Trunk Line
Ultra-Modern Plant Terminal
Complete Service

Continent-wide Connections

CLEVELAND, OHIO

NEAL

Offers many
Modern Facilities to Warehousemen.
Private switch . . . eight convenient neighbor-
hood warehouses . . . furniture repair depart-
ment . . . extra men and vans on call. Especial
care given each article forwarded to us.

The NEAL Storage Co.

Cleveland

A. W. Neal
President

C. J. Neal
Vice-Pres. and Treas.

Ohio

W. R. Kisch
Secretary

COLUMBUS, OHIO

FIREPROOF STORAGE

COLUMBUS WAREHOUSES, Inc.

A COMPLETE MERCHANDISE DISTRIBUTION WAREHOUSE

MOST CENTRAL WAREHOUSE—3 BLOCKS OF

CENTER DOWNTOWN DISTRICT

POOL CAR DISTRIBUTION

PRIVATE SIDING AND SWITCH—N. Y. CENTRAL LINES

228 West Broad St., Columbus, Ohio

COLUMBUS, OHIO

MEMBERS: O.W.A.

COTTER WAREHOUSES

INCORPORATED

MERCHANDISE STORAGE

AND

POOL CAR DISTRIBUTION

STORE DOOR DELIVERY

COLUMBUS, OHIO

Consign Your Household Goods Shipments to

DAN EDWARDS at COLUMBUS

Packing—Shipping—Storage—Local and Long Distance Moving—Steel
and Concrete Warehouse—Private Siding

EDWARDS TRANSFER AND STORAGE CO.

426 North High St., Columbus, Ohio

Member—National Furniture Warehousemen's Assn., Ohio Association Commercial
Haulers, Ohio Warehousemen's Assn.

CLEVELAND, OHIO

The Knickerbocker Storage Co.

7724 Detroit Ave., Cleveland, Ohio

MOVING, STORAGE, PACKING, SHIPPING

Member: NATIONAL FURNITURE WAREHOUSEMEN'S ASSOCIATION.
CLEVELAND FURNITURE WAREHOUSEMEN'S ASSOCIATION.

CLEVELAND, OHIO

MEMBERS A.W.A. O.W.A.

LEDERER SERVICE TERMINAL

BUILDS BETTER BUSINESS

MERCANTILE WAREHOUSING AND DISTRIBUTING

West 25th St. Whse. Broadway Whse. Private Siding Nickel Plate Ry.
Private Siding Erie Ry. East 37th St. Whse. In Northern Ohio Food Terminal Area

COLUMBUS, OHIO

Moving—Packing—Shipping—Storage

THE

FIREPROOF

Warehouse & Storage Co.

Pool Cars Distributed

1018-32 No. High St.

CLEVELAND, OHIO

DIRECT FROM FREIGHT CARS



SHIPMENTS to Cleveland, consigned to
The Lincoln Storage Company over any
railroad entering the city, can be handled
from freight car direct to our loading platform.

Carload shipments to our private siding,
11201 Cedar Ave., on the N. Y. C. Belt
Line, connecting with all R.Rs. entering
Cleveland; L. C. L.-Penna. Euclid Ave. Sta.
adjoining Euclid Ave. warehouse; other
R.Rs. to Cleveland, Ohio.



LINCOLN STORAGE

Geo. A. Rutherford, Pres. W. R. Thomas, Vice-Pres.

5700 Euclid Ave. CLEVELAND 11201 Cedar Ave.

COLUMBUS, OHIO

COLUMBUS

in the Center of the Nation

The Merchandise Warehouse Co.

in the Center of Columbus

Ready to serve you, Efficiently, Economically, Intelli-
gently, with the kind of service you have a right to
expect from your warehouse.

The Merchandise Warehouse Co.

370 W. Broad St.

Columbus, Ohio

COLUMBUS, OHIO

MERCHANDISE STORAGE
and DISTRIBUTIONF
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THE NEILSTON WAREHOUSE CO.

MIDDLETOWN, OHIO

THE JACKSON SONS CO., INC.
Long Distant Movers and Contract Haulers

REGULAR SERVICE TO

Chicago, Ill., via Ft. Wayne, Ind.

Pittsburgh, Pa., via Zanesville, O.

Main Office: N. Sutphin and Fleming Rd.
Middletown, Ohio

SPRINGFIELD, OHIO

WAGNER WAREHOUSE CORPORATION

Pennsylvania Railroad and Lowry Ave.

A warehouse service that embodies every modern facility for the storage and distribution of Household Goods and Merchandise—Motor Freight Service—Door to door delivery at Dayton, Springfield and Columbus daily.

Member of A. W. A.

DAYTON, OHIO

THE GEM CITY Brokerage and Warehouse CO.

818 and 820 East Monument Ave.

Manufacturers' Distributors and Brokers of food products, storage, pool car distributors, store door delivery, private siding, Big 4 R.R. free switching from all lines.

DAYTON, OHIO

THOS. F. LARKIN**WAREHOUSE & CARTAGE COMPANY**

925 East First Street

Whse. (MDSE) Steel; private siding on Erie R.R. Free switching from all other lines. Dist. Mdse. Pool Cars. City delivery of Mdse. Motor truck service.

STEUBENVILLE, OHIO

Z. L. TRAVIS, Pres. and Gen. Mgr.

Z. L. Travis Co.

311 North 6th St.

Modern Fireproof Warehouse—29,000 Sq. Feet
Reinforced ConcreteHousehold Goods Packed,
Shipped and Stored

Distribute Household Goods and Merchandise, Pool Cars, Long Distance Moving.

Consign C. L. Shipments
P. C. C. & St. L.Members:
N.F.W.A.—O.W.A.

LAKEWOOD, OHIO

"Across the Hall—Across the Continent"

Consign Cleveland—Lakewood Shipments to

Lakewood Storage, Inc.14401 Detroit Avenue Lakewood-Cleveland, Ohio
Only Warehouse in Lakewood

MARION, OHIO

MERCHANTS TRANSFER COMPANY

160 McWilliams Court, Marion, Ohio

Heavy Haulage Our Specialty. General Distribution and Storage of Merchandise. Motor Vans for Local and Long Distance Moving. Storage for Household Goods and Machinery. Packing and Shipping. Private Siding New York Central Lines.

MEMBER N. F. W. A.

MARION, OHIO

WRIGHT
TRANSFER & STORAGE CO.

EST. 1889

MERCHANDISE—HOUSEHOLD GOODS

Wright Service to Meet Your Requirements.

The Men Who Distribute

Campbell SoupsRead DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

Every advertiser has on his prospect list, either potentially or actually, many prospects who are almost sold. The last dollar spent in advertising will bring more returns than the first, because it gathers in the results of this cumulative effect. (The last round of the prize fight is the most telling round).

TOLEDO, OHIO

**EVERY MODERN
WAREHOUSE FACILITY**

MERCHANDISE STORAGE
DISTRIBUTION
POOL CAR HANDLING
STORE DOOR DELIVERY
COMPLETE SERVICE

Great Lakes Terminal Warehouse Co.
of Toledo
355 Morris Street

PRIVATE SIDING NEW YORK CENTRAL AND B. & O. R. R.

TOLEDO, OHIO

Let "RATHBUN" Do It
THE RATHBUN CARTAGE CO.

195 and 197 So. St. Clair St.
Equipment Up to 20 Tons Capacity
Storage of Household Goods, Pianos and Merchandise
Members Nat'l F. W. Asso.

TOLEDO, OHIO

TOLEDO TERMINAL WAREHOUSE, INC.
128-138 Vance St.

Merchandise Storage and Distribution
Excellent Service
Member A. W. A.

TROY, OHIO

"21 YEARS OF SERVICE IN DISTRIBUTION"

CITY TRANSFER & STORAGE CO.

Two Private Sidings—Big Four and B. & O. R.R.
Our Own Fleet of Motor Trucks for Local and
Intercity Deliveries

YOUNGSTOWN, OHIO

THE WM. HERBERT & SON CO.

EST. 1887
CRATING — PACKING — MOVING
STORAGE
YOUNGSTOWN, OHIO

ENID, OKLA.

The Enid Transfer and Storage Co., Inc.

Located on a spur of the St. Louis and San Francisco Railway Co., in a three-story brick and reinforced steel building, is equipped with sprinkler system of fire control. Centrally located, a favorable rate set-up prevails for entire area embracing Northern and Northwestern Oklahoma and Southern and Southwestern Kansas. Daily freight or express service is available to nearly all points in the above section.

202-206 East Maple Street

Enid, Okla.

There is no situation as dangerous as that of the advertiser who has arrived and sits back to enjoy his well-earned days of business ease.

OKLAHOMA CITY, OKLA.

Member A. W. A.

Commercial Warehouse Co.

Exclusive Merchandise Storage
Pool Car Distributors
Free Switching 16c. Insurance

OKLA. CITY, OKLA.

Established 1889

O. K. Transfer & Storage Co.
General Warehousing and Distribution



MOTOR
TRUCKS
& TEAMING
HOUSEHOLD
GOODS
MERCHANDISE

MEMBERS
NEWA, A.W.A.,
Am. Larkin Dist.
Service, Inc.

OKLAHOMA CITY, OKLA.

Bonded Under State Law
Oklahoma Bonded Warehouse Company
Merchandise Warehousing
Pool Car Distribution

Free Switching
Private Trackage
P. O. Box 1222

50,000 Sq. Ft.
Floor Space.
Fireproof

OKLAHOMA CITY, OKLA.

RED THE BALL
(INCORPORATED)
We Have Ample Truck Facilities
Fireproof Warehouse for Merchandise and Household Goods
Automatic Sprinkler System
Office and Warehouse
2-4 East California Avenue

TRANSFER
RED BALL
STORAGE

Differentiating Accounts Our Specialty
We Solicit Your Accounts for Transfer and Storage
Members of American and National Warehousemen's Associations

TULSA, OKLA.

Federal Storage Company

GENERAL WAREHOUSING & DISTRIBUTION
CLOSE TO RETAIL DISTRICT
LOW INSURANCE SPRINKLER SYSTEM
MEMBERS—A.W.A., N.F.W.A., T.S.W.T.A.

TULSA, OKLA.

Joe Hodges Fireproof Warehouse
Moving — Packing — Storage

Mixed Cars a Specialty. Large docks for sorting. We solicit your shipments to our city and assure you we will reciprocate and guarantee prompt remittance. Located on Railroad.

Best Service Obtainable.

Member American Warehousemen's Association

The Men Who Distribute
Hoosier Kitchen Cabinets

Read DISTRIBUTION AND WAREHOUSING
and consult the Directory of Warehouses

TULSA, OKLA.



Fire Proof Warehouse
Merchandise and Household Goods Storage
Oklahoma's Leading Warehouse

Tulsa Terminal Storage & Transfer Co.
8 N. Cheyenne
Members A.W.A., N.F.W.A., A.C.W.

WOODWARD, OKLA.

Shugart Transfer and Storage

MOVING, PACKING, SHIPPING

Receivers and Distributors of Freight in Car Lots

Private car siding, 2 Warehouses, for General Merchandise and Household Goods. Bonded and Insured Truck Service.

1002 Ninth St.

Woodward, Okla.

KLAMATH FALLS, ORE.

State No. 187

Licensed

Bonded 1918

Frostproof

PEOPLES WAREHOUSE

"If Storable, We Store It"

Complete Distribution

MOTOR FREIGHT TERMINAL—S. P. TRACKAGE

Reference: Any Bank in Klamath Falls

PORTLAND, ORE.

W. H. McMurtry, Oper. Exec.

Colonial Warehouse and Transfer Co.

Operating Public and Custom Bonded Warehouses

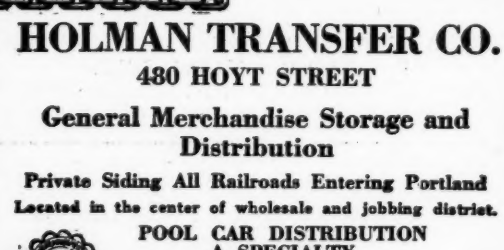
Licensed under the U. S. Warehouse Act.

Merchandise, Storage and Distribution.

Private Siding, Free Switching, Sprinklered.

450 GLISAN STREET

PORTLAND, ORE.



HOLMAN TRANSFER CO.
480 HOYT STREET

General Merchandise Storage and Distribution

Private Siding All Railroads Entering Portland
Located in the center of wholesale and jobbing district.

**POOL CAR DISTRIBUTION
A SPECIALTY**

Member A. W. A.—Amer. Chain.
Established 1864

The Men Who Distribute

Vacuum OilRead DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

PORTLAND, ORE.

J. H. CUMMINGS, Pres.

MERCHANDISE STORAGE & WAREHOUSING**Northwestern Transfer Co.**

General Forwarding Agents

SPECIAL ATTENTION GIVEN TO POOL CARS

Our private siding is served by all railroads

175 15th St., North, PORTLAND, OREGON

PORTLAND, ORE.

OREGON TRANSFER COMPANY

Established in 1848

474 Glisan Street Portland, Oregon

U. S. BONDED and PUBLIC WAREHOUSES

Merchandise Storage and Distribution

Lowest Insurance Rates—Sprinkler Equipped.

Member A. W. A.

Eastern Representatives Distribution Service, Inc.

PORTLAND, ORE.

**DISTRIBUTION
A SPECIALTY**Low Rates Prompt Service
Commercial Accounts Only

Let us be Your Pacific Coast Agents

Complete Warehouse and Drayage Facilities—32 Motor Trucks
Just consign Your LCL or Carload Shipments

TO

RAPID TRANSFER & STORAGE CO., INC.

200-208 OAK ST.

PORTLAND, OREGON

and we will do the rest.

PORTLAND, ORE.

Rudie Wilhelm, Pres.

RUDIE WILHELM WAREHOUSE CO.

70,000 Sq. Ft. Fireproof Concrete Storage Space

ADT Automatic Sprinkled System

Household Goods and Merchandise Distribution

Portland Commercial Agents: Judson Fr't Fwd'g Co.

BETHLEHEM, PA.

Send Shipments for Allentown, Pa.
ALLENTOWN, BETHLEHEM and EASTON, PA., to
F. G. Lazarus—20th Century Storage
Household Goods Packed, Stored and Shipped
General Merchandise Distribution
Pool Car Shipments
Direct R. R. Siding: Lehigh Valley
Members Penn. F. W. A.

BETHLEHEM, PA.



500,000 CU. FT. COLD STORAGE
200,000 SQ. FT. DRY & HOUSEHOLD STORAGE

Serving ALLENTOWN, BETHLEHEM and EASTON
Private Siding LEHIGH & NEW ENGLAND R. R.

LEHIGH AND NEW ENGLAND TERMINAL WAREHOUSE COMPANY
15th Avenue, North of Broad St., Bethlehem, Pa.

DONORA, PA.

AL ZEFFIRO

TRANSFER & STORAGE

Gen. Offices: 8th St. and Meldon Ave.

Household Goods Storage, Packing, Shipping, General Merchandise
Storage and Distribution.
Specialists in Pool Car Distribution and Long Distance Hauling



JOHNSTOWN, PA.

I. D. REPLOGLE STORAGE CO.

428 HORNER ST.

Household Goods Storage, Packing, Shipping
General Merchandise Storage
Pool Car Distribution
Private Sidings. Specify D. & O. Delivery



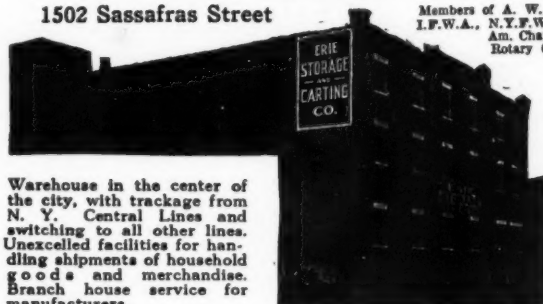
ERIE, PA.

ERIE

STORAGE & CARTING CO.

1502 Sassafras Street

Members of A. W. A.,
I.F.W.A., N.Y.F.W.A.,
Am. Chain &
Rotary Club



Warehouse in the center of
the city, with trackage from
N. Y. Central Lines and
switching to all other lines.
Unexcelled facilities for han-
dling shipments of household
goods and merchandise.
Branch house service for
manufacturers.

LANCASTER, PA.

Keystone Express & Storage Co.

STORAGE—DISTRIBUTORS—FORWARDERS

Merchandise and Household Goods

MANUFACTURERS' DISTRIBUTORS MOTOR SERVICE
Siding on P. R. R. and P. & R.

LANCASTER, PA.

Lancaster Storage Co.

Lancaster, Pa.

Merchandise Storage, Household Goods, Trans-
ferring, Forwarding

Manufacturer's Distributors, Carload Distribution
Local and Long Distance Moving
Railroad Sidings

Members P.F.W.A. P.S.W.A.

HARRISBURG, PA.

"Transportation Specialists"

CENTRAL STORAGE & TRANSFER CO.

11th AND STATE ST.

Pool Car Distribution Specialists.

Fleet of 25 trucks for local and long distance delivery.
Hauling of all kinds.
Household Goods and General Merchandise.
Daily truck connections to points within 100 mile radius.
Largest trucking concern in Central Pennsylvania.

HARRISBURG, PA.

Pool Cars

Efficiently
Handled



Merchandise and Household Goods Storage

HARRISBURG STORAGE CO.

P. R. R. Sidings HARRISBURG, PA.

American Warehousemen's Association, National Furniture Warehousemen's
Association, Penna. Furniture Warehousemen's Association

NEW CASTLE, PA.

Keystone-Lawrence Transfer & Storage Co.

Packing, Crating, Storage and Shipping
of Household Goods

Merchandise distribution. Pool car shipments. Motor
trucks for light and heavy hauling and long distance moving.

Members N. F. W. A.

Members Penna. Warehouse Assn.

OIL CITY, PA.

CARNAHAN

Transfer and Storage

The most reliable transfer in Venango County. Fireproof ware-
house. Private rooms for furniture and pianos. General hauling.
Overland hauling. Piano moving. Furniture packing a specialty.
Forwarding agents

Members N. F. W. A.

HAZLETON, PA.

CHRIST N. KARN, Prop.

KARN'S AUTO TRANSFER

FIREPROOF STORAGE WAREHOUSE

Household Goods Storage, Packing, Shipping
Merchandise Storage and Distribution
Pool Cars Distributed. Local and Long Distance Hauling
Affiliated with the United Van Service
Members of N. F. W. A.



PHILADELPHIA, PA.

ATLAS

STORAGE WAREHOUSE COMPANY

FIREPROOF DEPOSITORIES

4015 Walnut St.

3939 Germantown Ave.

Member N. F. W. A., P. F. W. A. and O. S. & T. A.

The Men Who Distribute

Tropical Paints

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

The Men Who Distribute

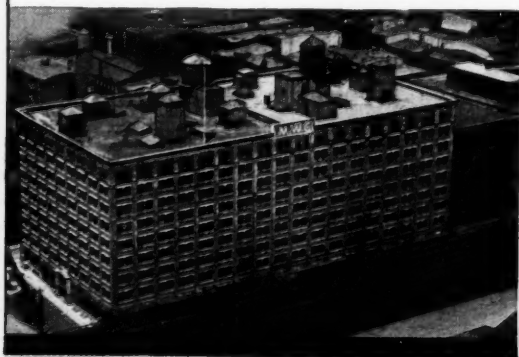
Golden State Milk Products

Read DISTRIBUTION & WAREHOUSING
and consult the Shippers' Index

at Philadelphia

MODERN WAREHOUSES strategically located

in the various distributing centers throughout the city, provide 2,100,000 square feet of excellent storage space. Steel and concrete construction with complete sprinkler equipment enables patrons to enjoy the lowest possible insurance rates. We are especially equipped to handle economically; small shipments. The Pennsylvania Railroad makes and/or accepts delivery of L.C.L. shipments at River Front, Webb, Federal, Shackamaxon and West Philadelphia Stores. This eliminates drayage expense. As the foremost operators of public warehouses in Philadelphia we are equipped to furnish every kind of service incident to the handling of package freight. Write for booklet.



MERCHANTS' WAREHOUSE CO.

HARVEY C. MILLER, Pres.—GEO. M. RICHARDSON, Gen'l Mgr.—Treas.

GENERAL OFFICES
10 CHESTNUT STREET
PHILADELPHIA, PA.

PHILADELPHIA, PA.

Est. over 40 years.

FENTON STORAGE CO.

Absolutely Fireproof

46th and Girard Ave.

Cable Address "Femas"

P. R. R. Siding

Storage, moving and distribution of household goods and merchandise.

PHILADELPHIA, PA.

Fidelity—20th Century Storage Warehouses

General Offices—1811 Market St.

H. NORRIS HARRISON, Pres.

F. L. HARNER, Vice-Pres., Treas.

LEAH ABBOTT, Secy.

Bus type vans for speedy delivery anywhere. We distribute pool cars of household goods. Prompt remittance.

Assoc. A. W. A., N. F. W. A., Can. S. & T., P. F. W. A.

PHILADELPHIA, PA.

HARVEY J. LUTZ

MILTON A. HILDENBRAND

HILDENBRAND BROS.

STORAGE, PACKING, MOVING

Broad and Cumberland Streets, Philadelphia, Pa.

Large fleet of motor vans.

PHILADELPHIA, PA.

MILLER NORTH BROAD STORAGE COMPANY

MOVING, STORAGE, PACKING, SHIPPING

Four large convenient Warehouses. Fleet of thirty large and small motor trucks. Storage space for household goods, merchandise and automobiles. Private Siding Penna. R. R. (Angora Station). Distribution of Pool Car Shipments.

Main Office: BROAD ABOVE LEHIGH AVENUE
PHILADELPHIA, PENNSYLVANIA

Members: N. F. W. A.

Value When You Go To
PHILADELPHIA

**600 ROOMS
BATHS**

A ROOM and
A BATH
For TWO and
A HALF

\$250 SINGLE
WITH BATH

\$400 DOUBLE
WITH BATH

**HOTEL
PENNSYLVANIA**
30th AND CHESTNUT STS., PHILADELPHIA

The Men Who Distribute

Oakley Chemicals

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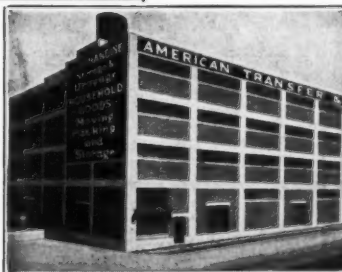
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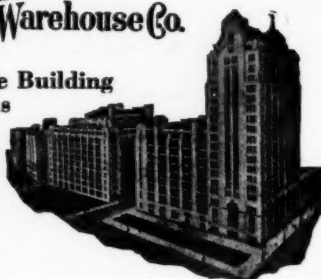
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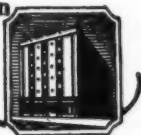
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